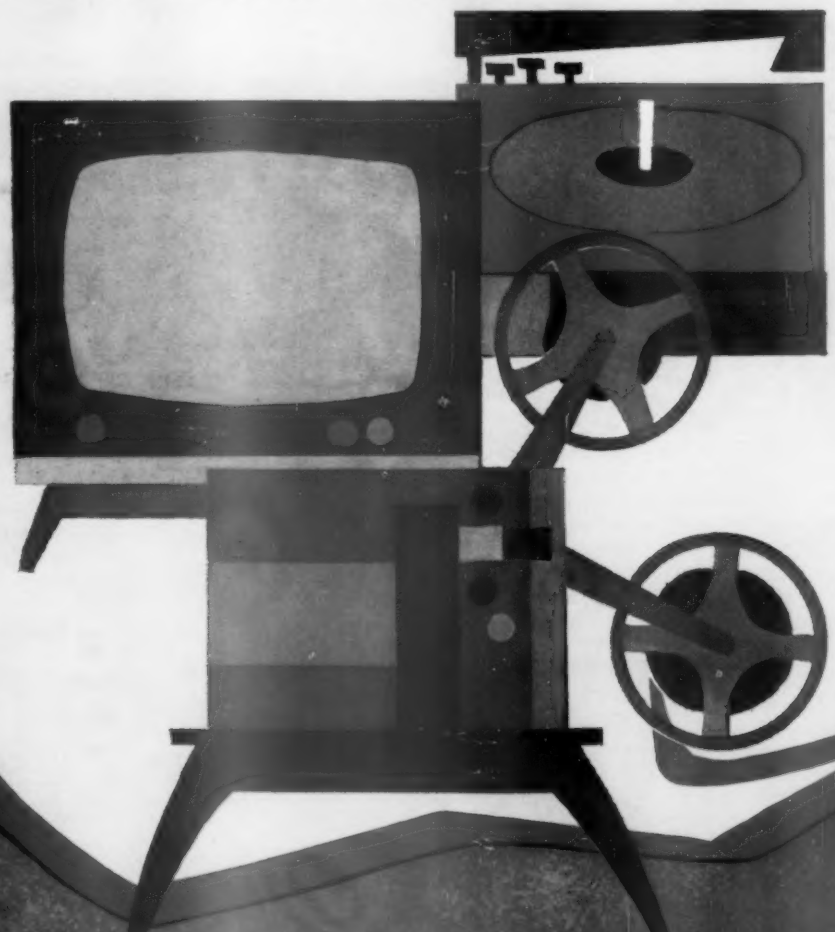
BETTER FARMING METHODS

JULY 1958
50 CENTS

THE MAGAZINE FOR AMERICA'S AG LEADERS

SPECIAL COMMUNICATIONS ISSUE



Safest, Most Efficient Coccidiostat

GlyCamide*

(glycarbylamide)

Developed at Merck Research Laboratories...Proved on the Farm

This widely-used new compound today is giving highest efficiency against the economically most important *killer-types* of coccidia (*Eimeria tenella* and *E. necatrix*)...in chicks of all ages...in all poultry areas—and with the greatest margin of safety ever!

Used at recommended levels in starter, grower and broiler rations, GLYCAMIDE—

- eliminates "coxy" mortality
- allows development of solid immunity
- minimizes damage to ceca and intestines
- helps assure normal growth and development
- permits profitable weight gains

Highest potency—A level of 0.003% is recommended for broiler rations to give maximum protection. For replacement chicks raised for laying and breeding flocks, a level of 0.002% is designed to give adequate protection and enable the birds to develop strong immunity to coccidiosis.

Widest margin of safety—GLYCAMIDE is by far the safest coccidiostat ever developed. Although GLYCAMIDE is not yet recommended for birds in production, extensive, carefully controlled laboratory experiments have proved that even when fed at many times the use-level, there is no effect on normal production of high-quality eggs, on fertility or hatchability. In growing chicks, there is no interference in growth or feed efficiency.

Fullest protection—Extensive laboratory and field trials have proved the remarkable efficacy of GLYCAMIDE in preventing mortality and growth depression as a result of: cecal (*Eimeria tenella*) and intestinal (*E. necatrix*) coccidiosis. No clinical evidence of coccidiosis was observed during the exploratory field trials that covered nearly two million birds. In fact, measured by the key standards for judging compounds against these most important types of coccidia...

- control of mortality
- good suppression of oocyst production
- reduction of cecal and intestinal damage
- development of immunity
- profitable and increased weight gains
- and good feed conversion ratios, comb and skin color, and shank pigmentation

...GLYCAMIDE has been proved the most highly efficient product of its kind.

In short, by eliminating the damaging effects of coccidiosis, GLYCAMIDE permits your flock to make fullest use of modern rations to attain the peak of its genetic potential in body weight and productivity. These factors add up to maximum protection for your flock...maximum protection of your profits.

Continuing investigations are in progress to further evaluate the use of this compound against other, less common, species and strains of coccidia. Merck messages to the poultry industry will report these findings as they are available.

Merck Now Offers An Across-the-Board Program For Coccidiosis Control

As a result of ten years leadership in the field of coccidiostats, Merck is now able to provide a family of drugs for the prevention and control of coccidiosis under all conditions.

S. Q.—still the most effective drug for the prevention or control of coccidiosis in turkeys. Also for controlling outbreaks in unprotected flocks—where feed intake has been lowered due to disease or stress conditions—or where breakthroughs occur from uncommon species of coccidia.

NiCarb—tried, tested and proved in over 3 billion birds. Now widely used with broilers where there is no problem of accidental feeding to birds in production.

GlyCamide—the new highly efficient coccidiostat that may be used with safety for broiler or replacement chicks.

Protect flock health...increase poultry profits

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All with **THE MERCK MARGIN OF SURETY**

*TRADEMARK

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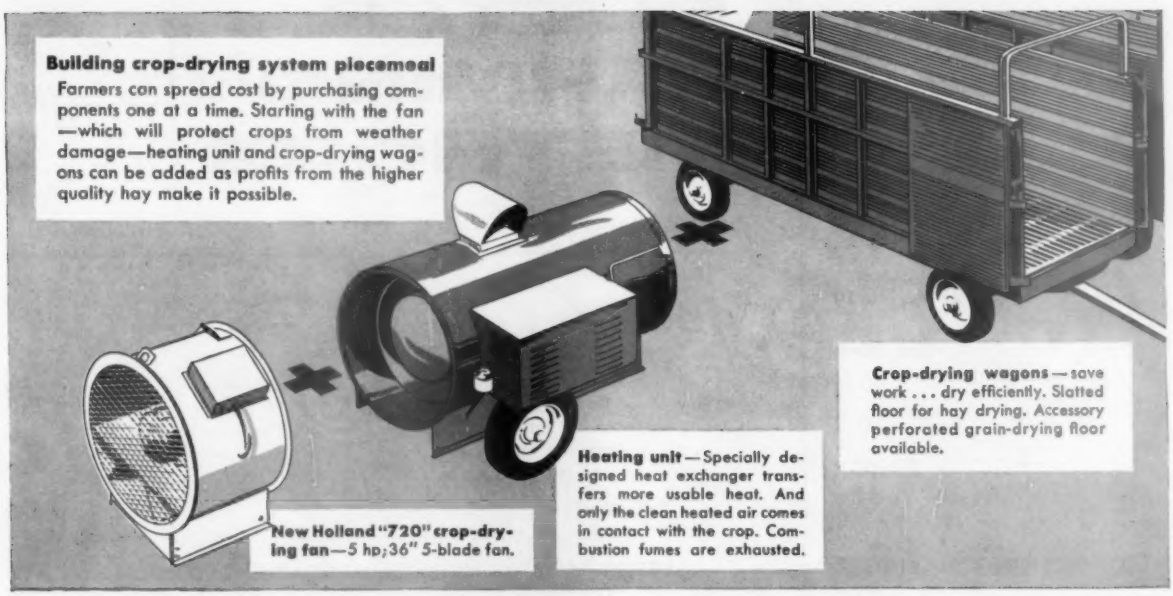

Building crop-drying system piecemeal
Farmers can spread cost by purchasing components one at a time. Starting with the fan —which will protect crops from weather damage—heating unit and crop-drying wagons can be added as profits from the higher quality hay make it possible.
Crop-drying wagons — save work . . . dry efficiently. Slatted floor for hay drying. Accessory perforated grain-drying floor available.
Heating unit — Specially designed heat exchanger transfers more usable heat. And only the clean heated air comes in contact with the crop. Combustion fumes are exhausted.
New Holland "720" crop-drying fan—5 hp; 36" 5-blade fan.

Buying crop-drying system one unit at a time spreads cost... pays as it grows!

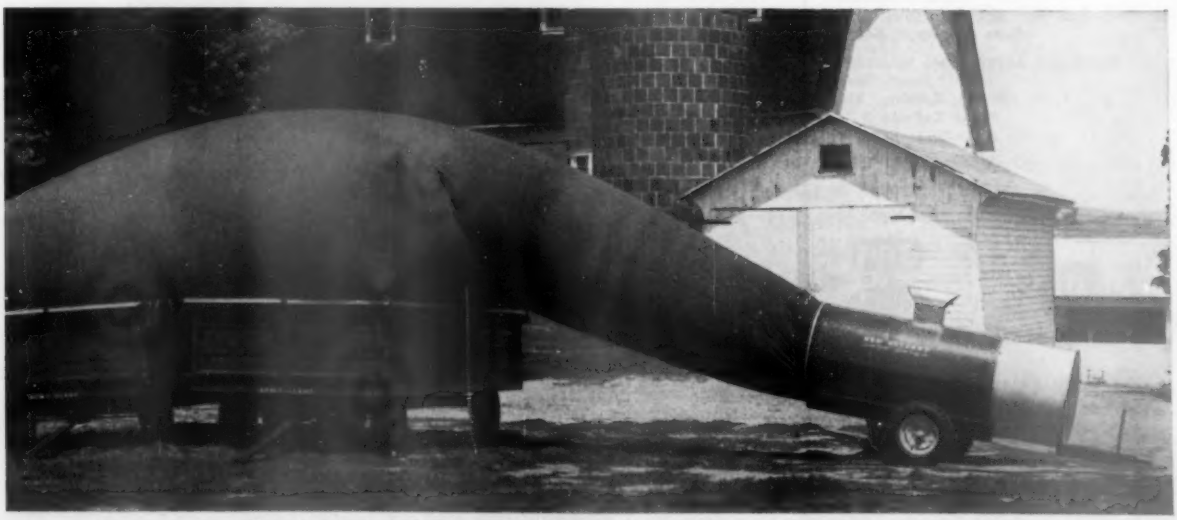
Improved quality of hay and grains, plus reduction of losses through weather damage, makes it possible for even a family-size farm to finance a modern heated-air drying system.

The cost of a full-scale crop-drying system can be spread over a number of years, so the system will pay for itself as it grows.

The farmer can start by buying the dryer fan alone. Drying crops with unheated air, he will get them under protective cover quickly. The savings will not only pay for the fan, but will help finance other parts of the system. Inexpensive drying racks or open sheds will serve well until more efficient equipment can be bought.

By adding the heating unit, the farmer will be able to get as much as 25% more feed value from his crops. The extra profits should in time permit him to complete his system with efficient crop-drying wagons, bins or a slatted floor in the barn.

New Holland's fan, heating unit and wagons can be bought separately—or as a complete unit. New Holland Machine Company Division of Sperry Rand Corp., New Holland, Pennsylvania.



Complete heated-air drying unit can handle 10 tons of hay . . . 600 bushels of grain at a time in four wagons.

BETTER FARMING METHODS

JULY 1958

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THE MAGAZINE FOR AMERICA'S AG LEADERS

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features

WHO LOOKS AT YOUR EXHIBITS? ..... p. 10
Have you ever wondered how many people stop to look at agricultural exhibits? What are they looking for? These are the questions answered by a special survey of exhibits at the Illinois State Fair. You'll be interested in the results.

THE WRITE ROAD TO SUCCESS ..... p. 14
Practical tips that will help improve your news writing.

BETTER FARMING METHODS NEWSWRITING CONTEST ..... p. 15
Your news clipping may win one of three cash prizes!

HOW YOU CAN LAUNCH AN INFORMATION CAMPAIGN ..... p. 18

HOW AG LEADERS USE FILMS IN THEIR WORK ..... p. 22
How many films do you use each year? If you are an average ag leader, about a dozen would be a good estimate. This feature tells how you can do a better job with this important visual teaching method. Practical pointers from an expert.

IT HAPPENED TO ME ..... p. 24

AUDIO-VISUAL COMMUNICATION ..... p. 32
Dr. Charles Schuller, director of the Michigan State Audio-Visual Center, looks at the ag leader's problem in audio-visual communication. This article tells why you should use visuals, then goes on to explain how they can be used most effectively. Also, there are special tips on visual selection.

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More than 2000 calls a year go through this milkroom telephone on the Sylvester Powell farm near Waseca, Minn.

MILKROOM TELEPHONE SAVES OVER 100 MILES OF WALKING

Mrs. Powell, shown using the living room phone, is glad to have a milkroom extension. Before it was put in she had to run to the barn several times a day to call one of the men to the telephone.

Every day Sylvester Powell ships a ton of milk from his dairy farm near Waseca, Minn. It takes 20 man-hours and 3 to 5 daily telephone calls.

Calls go to the inseminator, feed suppliers, the veterinarian and many others. Add incoming calls and the total is over 2000 a year.

These calls were once handled through the living room telephone. The men tracked to the house and through the kitchen—over 100 miles a year. Sometimes they postponed or forgot a call.

Now, an extension line to the milkroom takes the telephone to the men. That's one good reason for extension telephones on farms.

Look over your own farmstead with an eye to putting in extensions. Your local telephone manager will be glad to help.

BELL TELEPHONE SYSTEM

KEEPING UP IN AGRICULTURE

A feed ingredient that reduces backfat! Why is the farmer getting a smaller share of the consumer's dollar? Now you can use a slide rule to select cropping systems! Livestock tranquilizers reach another milestone.

Colored Litter for Poultry Flocks

Several chickens at Colorado State University are enjoying gay surroundings during special tests with colored litter.

These researchers are using wood shavings dyed red, green, blue, orange, black, and natural to see if chicks thrive better on one color of litter than another. Here are some of the questions the scientists expect to answer with this experiment:

- To determine the effect of litter temperature on growth of chicks.
- To observe the degree of activity of chicks on different colors of litter.
- To see if one color will induce chicks to eat the shavings.
- To determine if color has any effect on cannibalism or feather picking.

Fire Ant Eradication Program Under Attack

The Alabama Department of Conservation has demanded that fire ant treatments be stopped until methods can be devised to safeguard wildlife.

They claim the deadly insecticides used for imported fire ant eradication on 20 million acres of southern farm lands are killing wildlife and fish populations. Now they are demanding a comprehensive research program to determine long-range effects of insecticides being applied to fire ant mounds.

The Farm Boom Rolls Along

A high official in one of our leading agricultural companies recently painted a bright picture for the future of agriculture. He said more people with more money are placing greater emphasis on improved diets than they are on appliances, automobiles, and housing.

He said this fact, coupled with an expanding population, should keep the farm boom going in Sputnik-like fashion with the end nowhere in sight.

Another Milestone in Livestock Tranquilizers

The use of tranquilizers on livestock may have reached another milepost.

Oklahoma scientists report that they have found no tranquilizer residues in the muscle or fat of tranquilized animals.

They did find a minute amount in the heart, kidney, brain, and lung tissues of animals injected with a tranquilizer and slaughtered the same day. But even then the residual quantity that remained was so small that it was not considered hazardous.

How Milk Gets Its Rancid Flavor

Researchers have discovered that rapid cooling of freshly drawn milk may be a major factor causing milk to develop a rancid flavor.

When scientists delayed the cooling of fresh milk for about one hour, development of a rancid flavor was prevented in at least 80 percent of the samples studied.

A Feed Additive That Reduces Backfat

Swine Specialists Damon Catron and Virgil Hays at Iowa State College report that a ration ingredient reduced backfat of hogs 7 to 9 percent.

They finished 80 test pigs out to 200 pounds on a self-fed standard growing-finishing ration. Half of the pigs got the treated feed—the others didn't. All were probed for backfat. The test pigs had .13 to .17 of an inch less backfat than hogs fattened on the untreated ration.

Why the Farmer's Share Is Smaller

The farmer's share of the retail food dollar is smaller than it used to be. But there's a good reason! Here are some of the reasons behind this trend:

- Processing costs have been shifted from the home to the factory.
- Agricultural research now takes more money. Production research alone is no longer sufficient.

Polyethylene Covers for Soil Fumigation

Soil fumigation with methyl bromide—under polyethylene covers—will generally kill all existing perennial growth and most all weed seeds. What's more, most nematodes and other insect life are killed in the upper 8 to 10 inches of soil.

Cornell University researchers say it's safe to plant in fumigated soil after 48 to 72 hours.

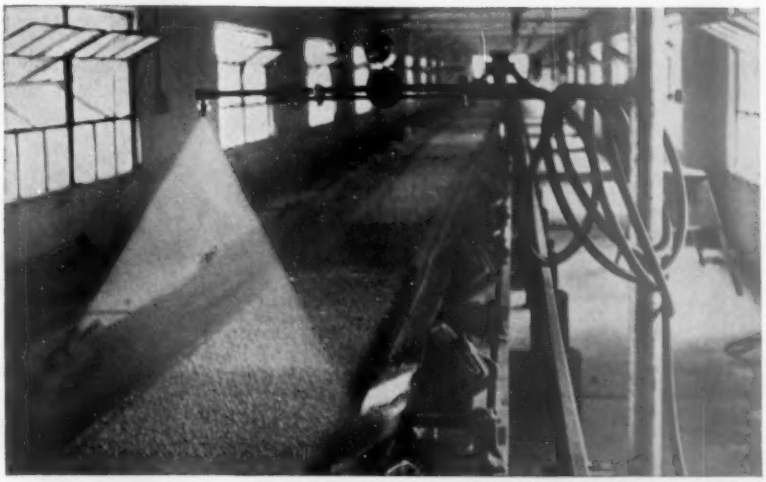
Conservation Slide Rule Developed

Soil conservation workers can now decide on cropping systems to fit different soil types with a special slide rule.

The device was designed by Dr. J. J. Pierre. In the hands of a trained technician who is familiar with the soils and climate, and the erosion allowance for each soil, the slide rule makes possible a rapid calculation of soil loss. Then he can select the proper cropping system. End.

New . . . malathion gives stored grains lasting protection against insects

Versatile phosphate controls major grain pests . . . offers safety in use



Above:
Metered onto the grain stream in commercial elevators, malathion, at low rates, protects against major stored grain pests for months.

Right:
Malathion can be sprayed or dusted onto grain as it's conveyed into temporary or permanent storage.

A good grain protectant should control a wide range of pests; remain effective for a reasonable period of time; have a low order of toxicity to man and animals; leave no harmful residues in or on the kernels; have no effect on germination and no effect on the baking properties of flour or other milled products. Malathion as a grain protectant meets *all* these requirements.

Malathion kills the insects—It has been proved effective against: confused flour beetle, rice weevil, granary weevil, saw-toothed grain beetle, flat grain beetle, red flour beetle, lesser grain borer, red flour beetle, rusty grain beetle and Indian meal moth.

Malathion gives lasting control—Variations in insect susceptibility to insecticides, tightness of storage, moisture content of grains are all factors which determine a protectant's period of effectiveness. In general terms, however, malathion will protect grains for periods of three months to a year or more.

Low toxicity to man and animals—Because malathion's toxicity to man and animals is *low*, the U. S. Food and Drug Administration has given it a tolerance of 8 parts per million in stored grains—considerably above residues normally found 24 hours after treatment.

No effect on germination—Some materials, especially some fumigants, may reduce germination of seed grain. Malathion, used as recommended, has *no* adverse effect on germination.

No effect on baking or milling properties—There are no off flavors or other effects on products made from grains treated, as recommended, with malathion. Any residues on the grain are removed by the milling process.

Malathion can be used as spray or dust

Malathion can be applied as a spray or dust when grain is loaded or turned into final storage. In dust form it can even be dumped into the combine hopper. By the time it reaches storage it is well distributed through the grain mass. Malathion can also be applied directly to the surface of grain in the bin for protection against surface-working insects. *It should always be applied as a clean-up spray inside and outside bins and elevators before grain is stored.*

For complete details on malathion as a grain protectant, write: American Cyanamid Company, Agricultural Division, Insecticide Department, New York 20, New York.

WASHINGTON NEWS

by Jay Richter

No Action in Sight

The course of legislation, like that of true love, is seldom smooth. It looks as though few farm proposals will be finally accepted by Congress this year.

Basic reason is that the lawmakers are confused by the ardent and contradictory demands of their suitors. The Farm Bureau and USDA want one thing, the commodity groups and the Grange something quite different.

What's a poor Congressman to do?

The obvious answer is to sit tight and hope for better offers next year. Meantime, however, there is an election coming up which suggests another possible alternative, if not a likely one.

Congress, in effect, might leave the decision up to "papa". That is to say, pass the buck to farmers.

Thus there have been a rash of proposals to give producers a choice of programs. The choice, in general, lies between (1) lower support prices with fewer controls, or (2) tighter restrictions with greater guarantees.

Such a plan, for example, has been underwritten by a House Agriculture subcommittee in the case of feed grains. A somewhat similar approach has been suggested for cotton and other commodities.

Some Bills are Approved

A few bills are sure to win final approval, if they haven't already.

Perhaps the most important is legislation to extend the "480" program.

This is the legal authority USDA needs to continue selling farm surpluses for foreign currencies. Such sales have been vital to the record-high farm exports this country has achieved.

Approval of a livestock "check-off" plan is a possibility, although opposed by the Farm Bureau. The legislation would allow marketing agencies to make deductions from producers' receipts, the proceeds to be used for promotion of red meats.

Repeal of the present 3% excise tax on freight has a chance this session. Approval of this one would reduce costs of both what the farmer buys and what he sells.

Increased Salaries For Extension Agents

It is now final. The House, after considerable haggling, has agreed with the Senate to increase Extension payments to states in the new fiscal year that starts right now (July 1).

The boost over last year is $3 million. That, as we pointed out last month, averages $214 for each extension agent in the country. "I would guess that 75 to 90% of the amount will go for increases in present salaries," BFM was told by Paul Kepner, deputy chief of the federal extension service.

Only in a few states, a recent survey shows, are Extension salaries considered high enough to be sure that good people will remain in the service.

Assuring that most of the added money will go for salaries is a Senate-approved resolution. Sense of it is that Extension salaries should be raised along with any general increase in pay for federal employees (who recently got a 10% boost in pay).

"I've been expecting to see you, Senator . . . The papers all said you were coming home to mend your fences!"

Congress Opposes State Vo-Ed Program

That drive to have states take over vocational education is encountering some stubborn obstacles.

President Eisenhower has now sent to Congress a formal request for state financing, but the Congress is not listening. Nor, apparently, is the majority of state governors.

Ike's incentive for the states to take over is an arrangement whereby they would receive up to 40% of the present federal excise tax on telephone service. Critics say this would result in less vocational money for states that need it most. Adoption of the President's program, charges AVA's Executive Secretary M. D. Mobley, "would be the beginning of the end" for sound nationwide vocational training.

Advocates of the President's plan argue that it is one of the many things that should be done to arrest the trend toward concentration of

power in Washington. Whether this view is right or wrong, Congress thus far is ignoring it.

A House education group, in fact, already has voted to increase federal funds for vo-ed by $10 million annually.

The nation's governors have adopted what is perhaps most accurately described as a "fuzzy" stand on the issue. Action taken at the recent Governors Conference was, in effect, a decision not to act. Not yet, anyhow.

Transfer of financial responsibility to them, the chief executives said, should come only after "adequate time . . . for adjustment," and following "modification" of the President's telephone tax recommendation to insure that states won't lose any money.

Future Plans for Soil Bank

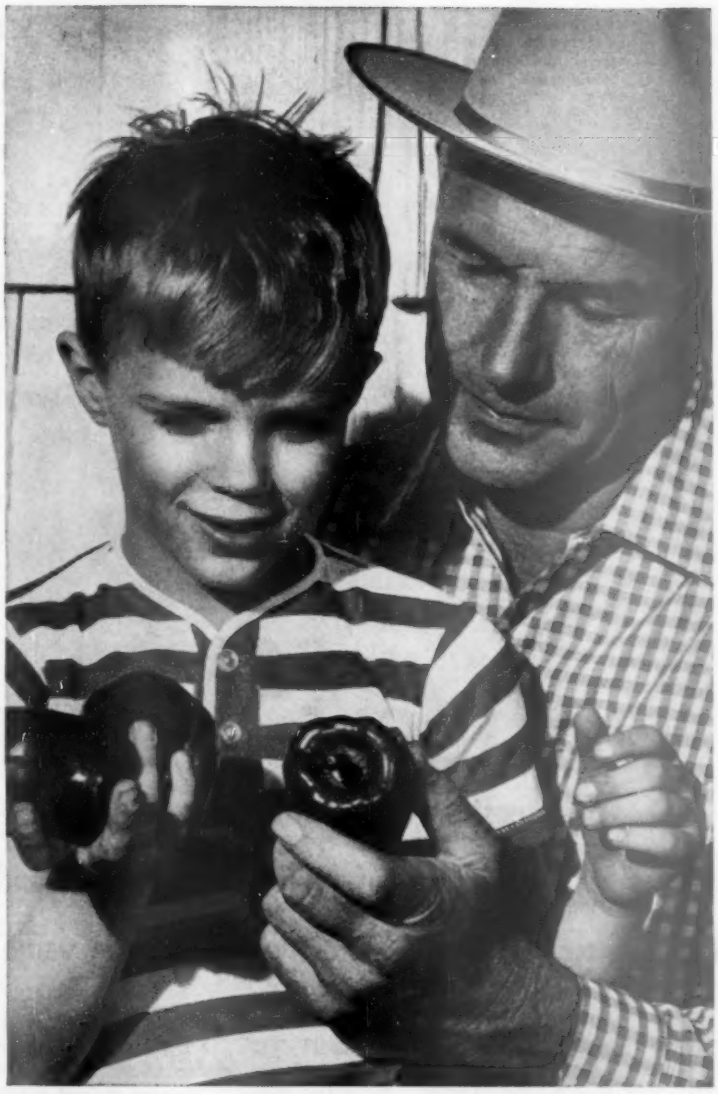
That soil bank (conservation reserve) program is being sweetened up in Washington.

Hope of the official soil bankers is to about double the present size of the reserve next year, triple it the year thereafter.

There is enough money available to do it. Total on hand for the fiscal year just starting is $375 million. Question is whether the new incentives now being worked out will be attractive to farmers.

USDA plan is to announce details of the enlarged program some time in July.

Higher payments will be featured, particularly for farmers who agree to bank all eligible cropland (except pasture and woods). Flexibility will be added to the program, allowing for more variation in payments to attract better land into the reserve. End.



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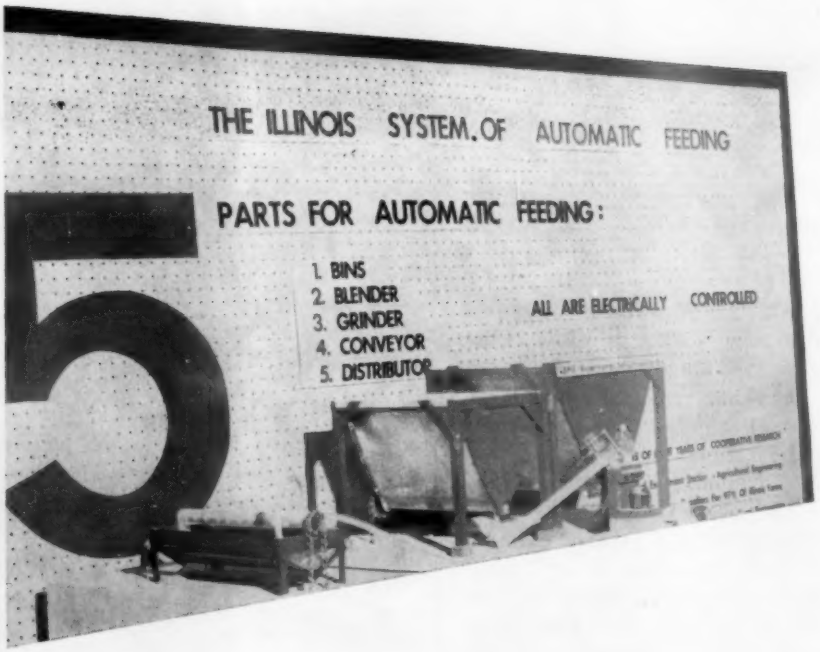
THIS EXHIBIT SHOWING an automatic feed handling system caught the eye of most visitors looking through a tent containing 15 educational displays.



by Hadley Read
Extension Editor
Univ. of Illinois

WHO LOOKS AT YOUR EXHIBITS?

This question caused Illinois exhibit-makers to make a special study of folks viewing their handiwork at the state fair. What did they discover? Can you really measure the value of educational exhibits?

THE FEATURE'S HIGHLIGHTS

A special survey of exhibits at the Illinois State Fair answers many questions about agricultural exhibits. Here are the main points of this study of 15 exhibits:

- **10,480 folks looked at the exhibits in seven days.**
- **Twice as many men as women visited the exhibit tent.**
- **The three most liked exhibits had a common trait—action.**
- **Men spent less than 30 seconds looking at each exhibit.**
- **Surveyors conclude that action is necessary for successful educational exhibits.**
- **The Illinois display this year will be one single exhibit.**

● IT WOULD BE an unusual agricultural leader indeed who has not asked himself whether or not educational exhibits are worthwhile.

We certainly have asked ourselves this question at the University of Illinois College of Agriculture.

But before we could answer the question of "worthwhileness," we had to answer this question: "Who looks at our educational exhibits, for how long, and why?"

Last August we made a start at answering that question with a rather intensive study of the 15 agricultural exhibits at the Illinois State Fair. You may be interested in some of the things we found out.

How many people looked at the exhibits?

We answered that question by installing an electric eye counter at the exit of the tent which housed the exhibits. Here's what we found:

- During seven days, 10,480 people viewed the exhibits.
- The flow by hours was fairly constant with the peak reached sometime during the mid-day period.
- Out-of-pocket costs for the exhibits totalled about $2,000. So the cost per person contacted at the exhibits was around 20 cents, and that includes men, women, and children.

Who Looked at Exhibits?

The electric eye counter, of course, couldn't tell us who the people were, so we asked them. Three times each day we handed the first 35 visitors entering the exhibit tent a questionnaire card. Questions covered age, sex, occupation, and place of residence. We tabulated 600 of these audience inventory cards. Here's what we found:

- Twice as many men as women visited the exhibit tent.
- The age count showed 136 under 18 years of age; 203 between the ages of 19 and 30; 250 between the ages of 31 and 65, and 11 over 66.
- Slightly more than half of the

For the Land's Sake...and Your Own

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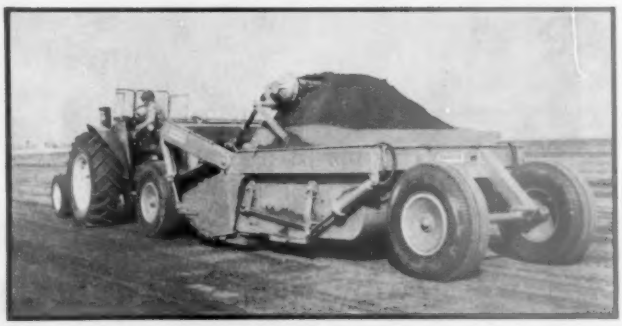
Here it is—the machine that has made the biggest earth-moving news in recent years—the efficient, economical Hancock Scraper. Teamed up with aggressive, low-cost John Deere Tractor power, the Hancock Scraper makes practical and economical many of today's recommended land-management practices. Building terraces, ponds, small watersheds—all are jobs that come within the fast-working operations of the versatile Hancock Scraper. Low power requirements, easy adjustments, extreme maneuverability are qualities which combine with rugged construction to make the Hancock a practical, capable unit for most earth-moving jobs.



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audience said they were full-time farmers.

- Thirty-one percent were non-farmers and the remainder were part-time farmers.
- More than half of those interviewed said they had not previously had personal contact with staff members of the College of Agriculture before visiting the exhibits.

What exhibits did the people like best?

Twice each day we handed the first 30 visitors entering the tent an exhibit evaluation card. The card listed the 15 exhibits and asked the visitors to mark the three exhibits they liked best. We tabulated 240 evaluation cards. Here are the three "most liked" exhibits in order of preference:

FIRST: An agricultural engineering exhibit showing a feed-handling system. It featured an operating model with bins, blenders, grinders, conveyors, and bunks.

SECOND: A food technology exhibit showing freeze-drying of foods as an experimental method of food preservation.

THIRD: An animal science exhibit showing research work on niacin utilization by hogs. Two live hogs were used in the comparison.

Each of these three exhibits had "action." Things moved, wheels turned, something happened. In addition to action, the message could be understood.

An agricultural engineering exhibit on tile drainage had action but ranked near the bottom in popularity. It used an electrical analog to show water flow into a tile. The message was too complicated, and the audience didn't understand it.

Similarly, an agronomy exhibit showing the uses of high-oil corn by industry rated low in popularity. The message was of little practical value for the average visitor.

How long did the people spend looking at the exhibits?

To find out, we secretly timed 80 visitors selected at random. The results were somewhat surprising.

- The men we timed spent an average of only seven minutes going through the exhibit tent.

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®Eptam is Stauffer Chemical Company's trade-mark (registered in principal countries) for *ethyl-di-n propylthiolcarbamate*, a selective herbicide.

• The women made the circuit in four and one-half minutes.

This means that the men of the sample spent an average of a little less than 30 seconds looking at each of the 15 exhibits. The women spent not quite 20 seconds.

What were our conclusions?

The big question, of course, is whether we learned anything from this study. We think we did. You may interpret the findings differently, but here are our conclusions:

■ Exhibits do provide a means for making personal contacts with people whom you might not contact otherwise.

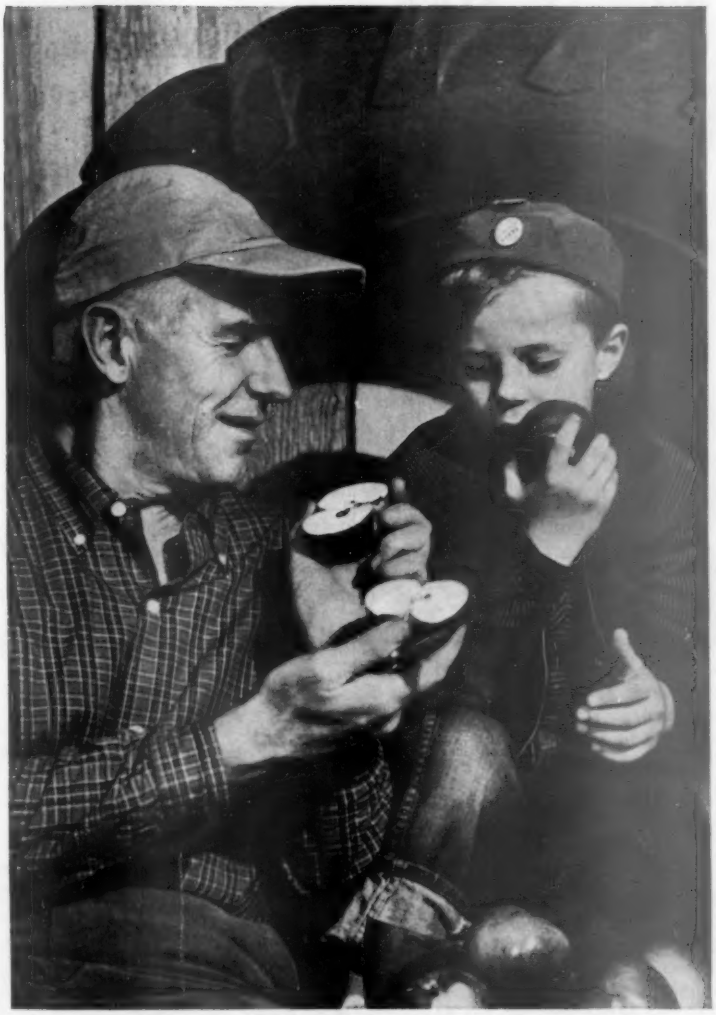
■ At a major event such as a State Fair, people will spend very little time actually "looking" at an exhibit. The meaning and message of the exhibit must be such that a person can "get it" as he walks by.

■ Some form of action is almost essential in attracting attention, but the action must be coupled with a simple meaningful message.

We will be back at the State Fair this year—but we will not have a tent full of 15 different exhibits. We will have only one exhibit. It will tell one important story.

Our exhibit will be designed so that a mother can get the message without taking time to shift her baby from one arm to the other! End.

"I'll never know how you became a farm manager—around here you can't even manage a little garden plot!"



Which is more important . . . your spray costs or your profits?

Smart apple growers agree: it's *profits* that count. That's why they prefer Captan to so-called "bargain" sprays. It's the most dependable *all-season* fungicide available. From pre-pink to harvest, Captan has proved to be the best disease control money can buy. Year after year it gives you increased yields and bigger profits. Captan is not only compatible with insecticides, but it also won't injure fruit or foliage. Other advantages of Captan include better fruit finish . . . improved keeping quality . . . and superior control of major fruit rots and other summer diseases, including "after rain" scab protection. Ask your local dealer for your free copies of Captan Spray Charts for apples and peaches.

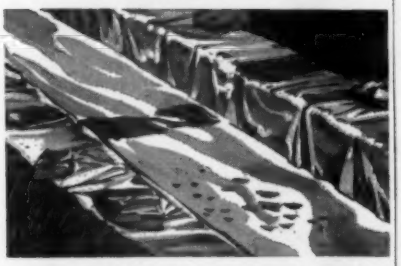
Stauffer Chemicals Since 1885

New York • San Francisco • Houston • Omaha • Los Angeles • Tampa
North Portland • Weslaco • Lubbock • Harvey • North Little Rock

HOW TO STOP WATER SEEPAGE WITH

Durethene®

POLYETHYLENE FILM



In irrigation, when the water is carried through ditches, large amounts are lost because of evaporation, consumption by ditchbank plants and seepage into porous soil. By far, seepage is the largest of these losses—a loss that can seriously affect irrigation efficiency.

However, by lining a ditch with inexpensive DURETHENE polyethylene film, this seepage can be eliminated as much as 95%. A continuous roll of DURETHENE film is laid on the inside of the ditch. Then to hold it in place, the film is brought up over the sides of the ditch and the edges of the film are buried in the ground, approximately one foot away from the ditch.

Amazing DURETHENE film has an endless number of uses on the farm: as a haystack or machinery cover, as a trench or bunker silo cover, and even as a greenhouse or cold frame.

Easy-handling DURETHENE film is light in weight—1,000 square feet of 4 mil film weighs less than 20 pounds. And, DURETHENE film is available in widths up to 40 feet, 100 feet long in black or clear.

Dealer inquiries are invited.

KOPPERS

Durethene
POLYETHYLENE
FILM

Koppers Company, Inc.
Plastics Division,
Durethene Dept. BF-78
Pittsburgh 19, Pennsylvania

Please send me available literature on DURETHENE film:

Name_____

Address_____

City_____

Zone_____ State_____

☐ Please forward name of my nearest DURETHENE dealer.

Follow these tips to get on the Write Road to Success

Don't work yourself to death—write your way to success! There's truth in this slogan that may help you succeed as an ag leader

● A FARM VISIT, office call, letter, or phone call may help you reach a few folks.

A farm meeting may hit 25, 50, or even 100.

But why not reach hundreds—or thousands—of folks at once. You can do it with news stories. Newspaper articles are particularly good for getting folks interested in better ways of doing things.

Why News Releases?

Here are a few reasons we should be interested in news releases:

- They reach a large audience.
- They help gain support for our program.
- They help farm people keep abreast of changing conditions.

All these points make it practically a necessity for us to carry out an active news program.

These are the three types of news-writing that ag leaders can use to good advantage:

- **The spot news story** usually tells about events that have happened or are about to happen — meetings, elections, awards, new programs, etc. Such stories usually follow the "inverted" pyramid formula of most important facts first — and who, what, where, when, why, or how in the opening sentence or paragraph and less important facts in later paragraphs.
- **The feature story** usually doesn't concern a spot news feature. The feature story has a more leisurely approach and does not try to get all the facts into the lead or beginning. It gives you "more rope" in writing.
- **The column** gives you more chance than ever to personalize your stuff. You can write the whole thing in the first person, if you want.

Tips for the News Hound

Always keep a notebook with you to record information that you pick up on your farm visits. If you do this every day, you'll have more than enough information for your news-writing job. And besides, you have news packets from the college to help out. Your secretary can assist greatly by keeping a file of seasonal stories and a calendar of events.

As for the actual writing of these news stories—be brief, clear, and to the point.

- Don't use big words when little ones will do as well.
- Don't use long sentences—or at least not too many of them.
- Use the personal pronouns you, he, they, to get across to the reader.
- Use a lot of names of people and places.
- Look up the spelling of all doubtful words and names.
- Read your story over after it's been typed, to see how it looks in final form. Then read it over to someone to see how it sounds.
- Make corrections carefully, so that they can be understood by your editor.—John M. White, Agricultural Editor, New Mexico A & M College.

End.

WIN THIS NEWSWRITING CONTEST

Better Farming Methods announces a newswriting contest for ag leaders. You may win cash prizes with your news clipping.

Now's the time to cash in on those articles you've been writing for your local paper.

Enter them in the Better Farming Methods' Newswriting Contest and win a cash prize. First prize is $15, second prize $10, and third prize $5.

The purpose of this contest is to focus attention on the improvement and use of local newspapers as communication outlets for agricultural information.

The rules for this contest are given below. Remember, the deadline is July 31, 1958. Winners will be announced in the October issue of Better Farming Methods.

CONTEST RULES

1. This contest is open to all adult ag leaders who receive Better Farming Methods.
2. Entries must be a tear sheet of your printed article—not a typewritten copy of it.
3. Entries must be postmarked not later than midnight, July 31, 1958.
4. The decision of the judges will be final. All entries become the property of Better Farming Methods. Duplicate prizes in case of ties. Winners will be announced in the October, 1958, issue of Better Farming Methods.
5. Mail entries to: Editor, Better Farming Methods, Sandstone Building, Mount Morris, Ill.

ENTRY BLANK
NEWSWRITING CONTEST

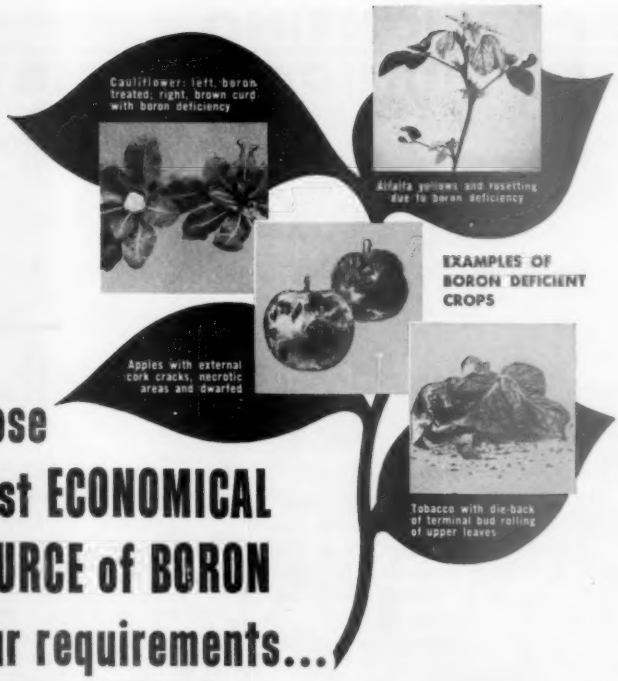
Attached to this entry blank is my entry for your newswriting contest.

Name: .....

Street: .....

City & State: .....

Position: .....


Cauliflower: left, boron treated; right, brown curd with boron deficiency
Alfalfa yellows and rosetting due to boron deficiency
EXAMPLES OF BORON DEFICIENT CROPS
Apples with external cork cracks, necrotic areas and dwarfed
Tobacco with die-back of terminal bud rolling of upper leaves

Choose the most ECONOMICAL SOURCE of BORON for your requirements...

If your need is this	Team up with this
■ **MIXED FERTILIZERS** *1. Complete Fertilizers* *2. Granulated Fertilizers* *3. Granular Blends*	■ **FERTILIZER BORATE-65** Concentrated or ■ **FERTILIZER BORATE-46** High Grade
■ **LIQUID FERTILIZERS** or ■ **FOLIAGE APPLICATIONS**	■ **SOLUBOR®** (POLYBOR-2)® or ■ **BORAX FINE GRANULAR**

United States Borax & Chemical Corporation
UNITED STATES POTASH COMPANY DIVISION
NEW YORK CITY • LOS ANGELES, CALIFORNIA

Agricultural Offices: AUBURN, ALABAMA • 1st National Bank Bldg.
KNOXVILLE, TENN. • 6105 Kaywood Drive
PORTLAND, OREGON • 1504 N.W. Johnson St.

Vaccinate Against
LEPTO

Don't let this deadly new disease get a foothold on your farm. It's easy to immunize your Cattle, Horses, Sheep and Hogs with COLORADO LEPTOSPIRA POMONA BACTERIN. Gov't licensed. Powerfully potent. Pure. Safe. Economical. Nation wide distribution. Let us send you free catalog describing this and other COLORADO Veterinary biologicals.

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4950 York Street Denver 16, Colorado

FREE
TO ALL
Co-Agents and Vo-Ag Instructors

So that you may be better acquainted with the MERITS of our Accuracy Attested—The KO-EX-7 Brom Thymol Mastitis Detector with the green spots, which tell the Degree or Severity of the infection, we will gladly mail you a box FREE. Write today.

Sole Manufacturers
STERLING RESEARCH CORP.
Dairy Div. B.F. Sidway Bldg. Buffalo 3, N.Y.

SPOTLIGHTING COMMUNICATION METHODS

by Gerald McKay

Don't build antagonism to your ideas! New color negative film in 35 mm. How to select material for your charts. How much time farmers spend with mass media. Name badges for students.

What Quality Paper for Charts?

The number of times you use a chart determines to a large extent the grade of material that's best. Here are four specific grades of chart material stocked by some companies:

- The best quality is plastic. A chart on this material can be used several years.
- Next is vellum bond which should be good for at least a season.
- Then comes standard white paper which you might be able to use a dozen times.
- The cheapest paper is newsprint which you probably wouldn't use more than once.

Prices range from a few cents a sheet for newsprint to more than a dollar for plastic. It will pay you—both from the standpoint of cost and the work involved—to choose the kind of material that fits the job your chart has to do.

Sell Visuals to Your Board

If you need a larger budget to finance visual aids, here's a kit that may help you. It's called "Case of the Curious Citizen" and consists of 36 color slides, a speaker's script, and a 33⅓ rpm. recording.

These items show graphically why audio-visual methods do a quicker and more thorough job of teaching. The kit was designed to enlist support for further strengthening audio-visual programs.

"Case of the Curious Citizen" was produced by Eastman Kodak Company in Rochester, N.Y., and is available from AVCOPI, Room 2230, 250 West 57th St., New York 19.

Mass Media Reach Farmers

John Ross and Lloyd Bostian of the University of Wisconsin report some interesting facts from a study of 500 farms on time-use patterns of Wisconsin families in wintertime.

- Men and women spend one fifth to one third of their total waking time with the mass media—that is, they read, listen to the radio, or watch television.
- Television accounts for 50 percent of this time, radio about 35 percent, and reading, 15 percent.
- Radio is largely a daytime medium and television an evening medium.
- In almost all cases, women spend more time in contact with mass media than men do.

Collect Plants This Month

This is the time to collect weeds and plants you'll need next fall for teaching. Select plants that are of average size and typical of the specie.

Press the plants between large single sheets of blotting paper and change the blotters daily for the first three days.

Arrange the leaves so the tops of some are up and the lower side of others are up. Trim off excess leaves so the pressed plant presents a good appearance.

You can teach weed identification much more effectively by showing than by telling.

International Tape Exchange

You can record part of your next FFA or 4-H Club meeting on tape and exchange the tape with a club in some far away country. There are more than 150 exchanges currently operating in about 30 countries including Hawaii.

Write to Mrs. A. Terry at 834 Ruddiman St. North, Muskegon, Michigan, for information concerning the groups which are interested. A recording of some project report, business meeting or committee session might interest a similar club in a foreign country. This could be an appropriate project for your international relations committee.

Convincing People with TV

According to material presented at the recent DAVI national convention in Minneapolis, all television commercials don't result in increased customer preference for the advertiser's products. In fact, with some telecasts, up to 35 percent of the viewers were less favorably inclined to the advertiser and his product after they had seen the commercial.

This may or may not have significance for telecasters of agricultural information. It does point to the fact that it is possible to build up antagonism to the ideas you may be trying to sell.

Name Badges for Students

Identification badges in clear acetate holders are common in conventions and other meetings for adults. Badges also offer the same advantages when worn by FFA or 4-H club members.

The young folks can't do really effective work until they are acquainted. Identifications would be helpful in district and state meetings and even local FFA banquets. Many parents would be glad to see the names of students as they gather in the banquet room.

The acetate holders with pins and cards ready to use are available from NASCO in Fort Atkinson, Wis.

Negative Film in 35 mm. Color

If you need many color prints or transparencies from one original, this will interest you. Kodacolor, which has been on the market for some time in larger sizes, is now available in 35 mm. The same film is used for both daylight and flash pictures. Kodacolor can be developed by commercial photo-finishers, or by anyone who has skill enough to use an amateur processing kit. The manufacturer also provides processing service.

This negative film should be useful for those who make a number of color slides from one original.—End.

Here's how they build on modern farms

The farmer just sets the date and a factory-trained crew delivers and erects a steel building like this. It comes as a unit that's pre-engineered and easily assembled in only a few days. The farmer can even put it up himself.

It takes only a few days to erect and it will stand for decades. It can't burn down; that's why low insurance rates are often granted. Rodents can't eat through it. Rain and wind stay outside because the strong galvanized steel sheets are bolted down to a rigid steel framework. Clear-span construction provides the most efficient use of space, both for machinery and storage.

Steel is the strongest building material available, so when you plan a farm building, make it a steel building.

We will be glad to send you our booklet, "Steel Buildings for Better Farming." And if you would like to give this information to a group, we have a film by the same title, and another one called "Barns for Better Dairying." Send in the coupon to make arrangements. *USS is a registered trademark*

USS United States Steel

Agricultural Extension
United States Steel Corporation
Room 2831, 525 William Penn Place
Pittsburgh 30, Pa.

☐ I would like to receive your free booklet, "Steel Buildings for Better Farming."

I would like to have booking information about your free films:

☐ "Steel Buildings for Better Farming"
☐ "Barns for Better Dairying"

Send information to:

Name .....

Address .....

County .....

Town .....

State .....

United States Steel produces high-quality USS Galvanized Steel Sheets, Structural Carbon Steels and High Strength Steels which our customers manufacture into durable farm buildings. Your request for information will be forwarded to the manufacturers of these buildings, and you will hear directly from them.

Progress Report On The Battle Of The Bugs

The Tide Is Turning . . . Since Douglas Chemical Co. introduced their systematic infestation control program, reports of insect-free grain storage have shown a definite increase wherever this system is used.

A Long Fight Ahead . . . It's a matter of education . . . For a long time Douglas has urged all who store corn, wheat, milo and other small grains to clean up storage facilities thoroughly . . . to follow up the cleaning with liberal use of DOUGLAS SPECIAL MILL SPRAY or FARM BIN SPRAY, as the situation dictated.

Without The Use Of FARM BIN SPRAY or SPECIAL MILL SPRAY, clean-up is only a weak gesture in Grain Sanitation.

Suspicion Hampers Victory . . . There's been a reluctance of some to follow this systematic program. They figure the main idea is only to "sell 'em something" . . . This is a natural assumption, but in this case, fortunately not accurate.

Douglas Is Looking Ahead . . . If Douglas sold a product where it wasn't needed, service and product-confidence would suffer. Instead, Douglas makes recommendations for infestation correction or protection based on a sane evaluation of ALL existing factors.

TETRAKIL is often recommended to rid grain of possible bug inroads during long term storage.

Positive Protection for up to a year or longer is gained with just one application.

Send For Your Free Grainman's Insect Calendar . . . full color insect-identifying illustrations and corrective fumigation information about insects that menace America's grains.

Douglas Chemical Co.
620 East 16th Ave.
North Kansas City, Missouri

HOW YOU CAN LAUNCH AN INFORMATION CAMPAIGN

Roaches got a severe setback in this Georgia information campaign

● IN THIS DAY of guided missiles, how can agricultural workers capture the public's attention?

Now you know county agents and others don't launch Vanguards and Explorers, but we can launch an information campaign—with the campaign gaining momentum as we fire successive stages of the campaign rocket.

Of course information campaigns don't work in all types of situations. But pest control or eradication problems lend themselves admirably to use of "campaign" methods.

But before you start your campaign missile, you need to nail down the objective. Then appoint committees and prepare the needed educational materials. A campaign without meaning doesn't make sense and can hurt future efforts.

Now you're getting ready to launch your rocket. In other words, you're ready for action. Don't pull out all of the stops in one sweep of the hand. Timing is of utmost importance. First, you have the kick-off, then a continued build-up until you let go with both barrels.

A Campaign in Action

Recently, after much planning and preliminary work with other leaders, our Extension Entomologist, Dr. C. R. Jordan, launched a campaign with county Extension workers to bring roaches under control.

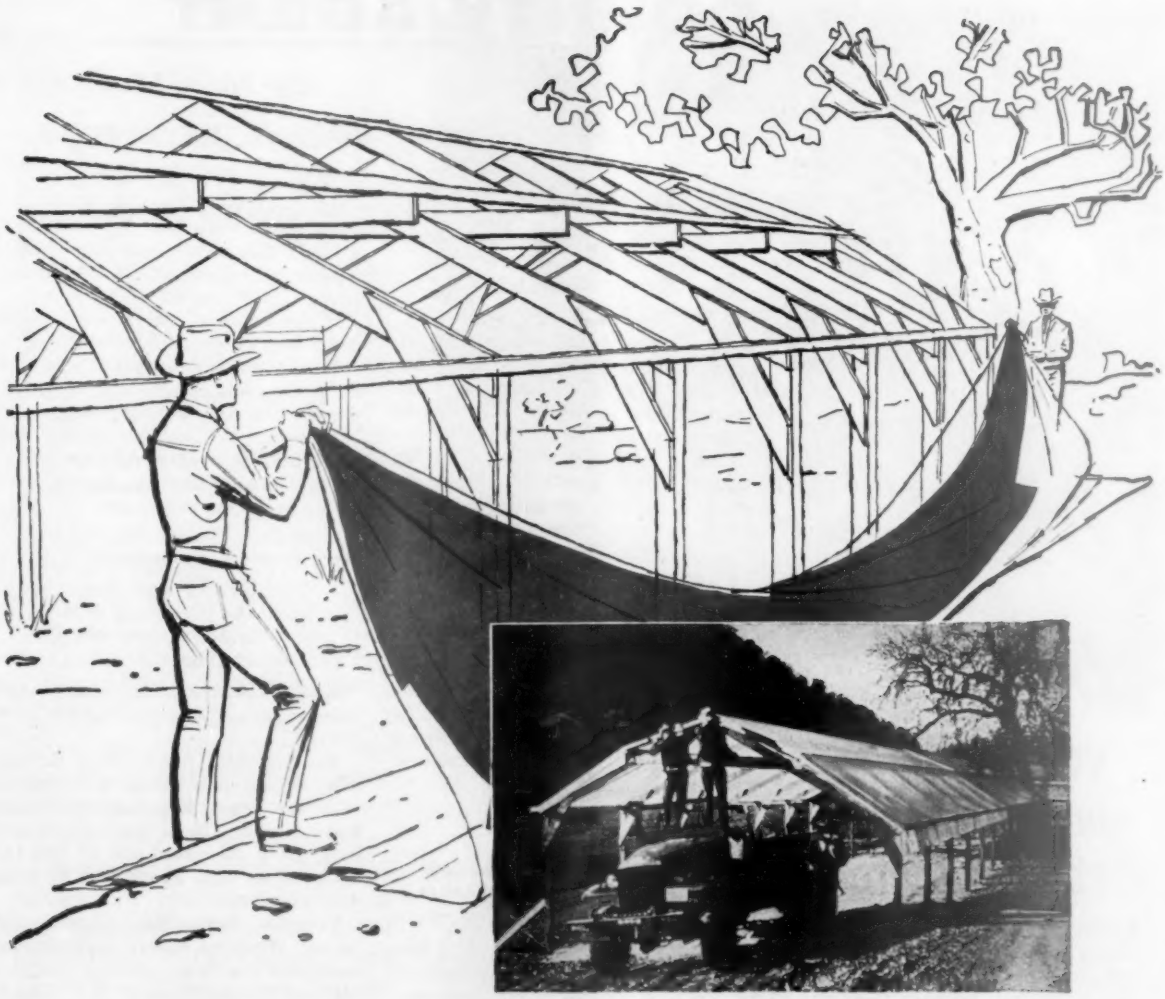
While much of the material was supplied by the state office, it was used in the counties—making each county a miniature control center. Let's look at some of the "action" steps used in this campaign—the planning will be evident:

- A flannelgraph kit containing a flannelboard, a roach control demonstration, and script was distributed to each county.
- Four copies of a film in color were made available for meetings.
- Five copies of this film in black and white were available for television showing.
- Twenty thousand copies of a circular, "Goodbye Mr. Roach," were distributed.
- Each county office was furnished a rubber stamp for use on mail to promote the campaign.
- Tape recordings were made by entomologists for use by county workers.
- Radio scripts were sent to county agents and home demonstration agents.
- Fill-in type stories were sent agents for weekly newspapers.
- Photographs with captions were made available to larger newspapers and television stations.

"We feel the roach control program in Georgia was a great success," Dr. Jordan says. "According to estimates, 199,823 people were reached with this effort."

One final word of caution. The campaign-type of approach is well suited for a control operation such as this, but it is not the answer to all problems of reaching and motivating people. It can be overdone.

If you have too many, people will tire of the approach and one campaign may interfere with another. So, in planning to reach people, be sure you plan correctly. End.



An 86% saving with this polyethylene film sheep shelter

Every livestock owner will appreciate the economy of this test shelter. Built by the University of California as an experiment at the Hopland Field Station, it cost only 10c per sq. ft.—a saving of 86% over the estimated 75c for the one next lowest in cost.

But apart from the initial saving in this test, the percentage of newborn lambs saved was "higher than in any previous year since the establishment of the field station." In this area, severe rainstorms during the lambing season often brought losses as high as 90%. This simple shelter, a wooden frame covered with film made of BAKELITE Brand Polyethylene, proved itself throughout the January-March, 1957 lambing season, when 19 inches of rainfall were recorded.

Try this kind of structure to provide effective, low-cost protection for other livestock, as well as machinery, hay, and similar agricultural products. It is just one of many farm applications of film made of BAKELITE Brand Polyethylene. For a complete description of this shelter, and other uses of this film, write Dept.GY-15M,Bakelite Company, Division of Union Carbide Corporation, 30 East 42nd Street, New York 17, N. Y. In Canada: Bakelite Company, Division of Union Carbide Canada Limited, Toronto 7.

BAKELITE BRAND **POLYETHYLENE**

UNION CARBIDE

The terms BAKELITE and UNION CARBIDE are registered trade-marks of UCC.

After wind, flood, fire and lightning too...

your Butler building will still be there

If you ever took a close look at a Butler farm building, you'd see why it takes a lot to harm one. Heavy steel structurals bolted to concrete, for keeps, form the rugged skeleton. Bolted to them are the weathertight die-formed panels that provide the protection of a one-piece metal shell. We don't claim Butler buildings are indestructible, but they have weathered wind, flood, lightning, and terrible fire. Butler is considered America's finest farm building for other reasons, too, like post-free interiors, high and wide doors, fast construction. Get all the facts. See your Butler Builder for a copy of "New Uses For Farm Buildings." Or mail this coupon.

BUTLER STEEL PRODUCTS

BUTLER MANUFACTURING CO.
7331 East 13th Street
Kansas City 26, Missouri

Please send me your booklet "New Uses For Farm Buildings" and the name of my nearest Butler Builder.

Name.....

P.O.....RFD.....

State.....

COUNTY AGENT NEWS

by Max McDonald

A Different 4-H Project

Koscuisko county, Indiana, 4-H'ers have found out what the slogan "learn by doing" can mean to them.

They recently carried out a 4-H program covering merchandising, advertising, buying, and personnel management in cooperation with a local department store.

Through the foresightedness of Jim Stansfield, 4-H agent who planned the event, these 4-H'ers actually gained first-hand knowledge of supervising a department store.

This Indiana agent says the program created enthusiasm among the members for a two-day store management lesson.

Cooperative relations were established between the store and the Extension Service in Koscuisko county by wide-awake 4-H'ers who accepted the challenge of organizing a new type of program.

Tours Lead to Seattle

Tours, tours, tours. The 1958 Annual Meeting Tour Committee has plenty of them lined up.

You can tour to Seattle, tour while at Seattle, and tour home from Seattle. C. R. Doran, Tours Chairman, 501 Courthouse, Tacoma, Wash., has arranged a train tour from Chicago.

Highlights of the tour are visits to Yellowstone Park, the Rocky Mountains, Grand Coulee Dam, a visit to Yakima, home of our NACAA president, and various irrigation projects.

This tour will leave Chicago on Saturday, August 23, and arrive in Seattle Saturday evening, August 30.

Then the air tour to Alaska will leave Seattle Friday, August 29.

For more details you should write Doran at the above address.

More Farmers Make Tours

Chartered busses have increased the attendance of farmers at Kansas Experiment Station Field Days.

Hobart Frederick, Hutchinson, used this gimmick—"Reserved for the First Forty."

The first forty Reno county farmers who signed up made the trip to visit the Hays Experiment Station. Kansas agents have seen attendance jump from the usual one or two car loads to as high as 60 and 80 from their counties.

Farmers themselves enjoyed the "group effect" of seeing experimental work and the "after effect of discussing it on the way home. End.

A "SWINGING SHELF" rack has just been completed in the Extension office at Logan, Iowa. "We are really in a position to offer quick and easy service on bulletin requests," says Paul Watts, county extension director. The new rack is in five sections, two mounted on one wall and three mounted on the opposite wall. The racks are a series of vertical shelves which are hinged so that they may be swung much in the fashion of the leaves of a book. Hooks on these shelves allow supplies of eight different bulletins to be hung from each shelf and a total of 280 different bulletins can be displayed in the two sections.

AN IMPORTANT MESSAGE for COUNTY AGENTS and VO-AG TEACHERS

● The advertisement reproduced at the right is appearing in important dairy publications all over America. It contains information of the greatest importance to dairymen and to YOU — the men who help them.

As with every scientific discovery of importance, the development of the Gargon formula was a painstaking job. To almost 4 years in Squibb Research, add another 18 months for testing under practical field conditions. Gargon represents a major achievement in anti-mastitis therapy, and is the only over-the-counter anti-mastitis product available today which contains the new Squibb antibiotic, Thiostrepton. With Gargon, you can now help dairymen control all types of bacterial mastitis — even cases caused by bacteria which have become resistant to the antibiotics previously in use.

FREE BOOKLETS: New booklet on mastitis explains the difference between acute and chronic mastitis, describes use of strip cup, outlines proper mastitis-prevention milking procedures, plus many other valuable features. If you would like copies for distribution, just tell us how many you need!

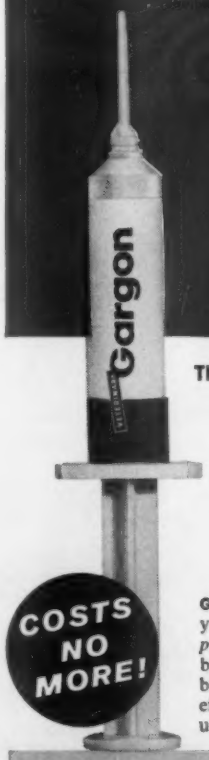
NOW! NEW for MASTITIS!

Gargon from SQUIBB

GARGON CONTAINS THE NEW SQUIBB ANTIBIOTIC

THIOSTREPTON

TO PENETRATE THE MASTITIS "RESISTANCE BARRIER"



COSTS NO MORE!

THE INTRODUCTION OF GARGON is an event of tremendous significance for dairymen.

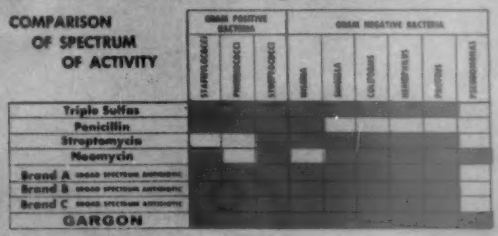
Gargon contains the new Squibb antibiotic, Thiostrepton. Gargon is formulated to attack all types of mastitis-causing bacteria—*even bacteria which have become resistant to the antibiotics previously in use.* By penetrating the mastitis "resistance barrier," Gargon enables you to clean up cases of mastitis which other antibiotics are unable to control, yet Gargon costs no more than ordinary mastitis products.

GARGON ELIMINATES "HIGH DOSE" HAZARD. With Gargon, you can treat both chronic and acute mastitis with a *completely safe, low-level* formulation. Gargon gives you a broader spectrum of antibacterial activity than any single broad spectrum antibiotic available today. Gargon is fast, effective and economical, yet cannot harm the most delicate udder tissue.

Gargon Attacks Gram-Positive and Gram-Negative Bacteria

The chart shows that Gargon (Squibb Thiostrepton-Neomycin in Plastibase.®) gives you a broader spectrum of activity than either of the 3 known broad spectrum antibiotics—broader than streptomycin, penicillin or the triple sulfas. Gargon is the newest broad spectrum formulation on the market today.

COMPARISON OF SPECTRUM OF ACTIVITY



NOW AT YOUR DRUGGIST!

Don't take chances with mastitis! Ask your druggist for Gargon in the handy 12-syringe BARN BOX. You save time and money when you buy *by the dozen!*

FREE! NEW BOOKLET ON MASTITIS

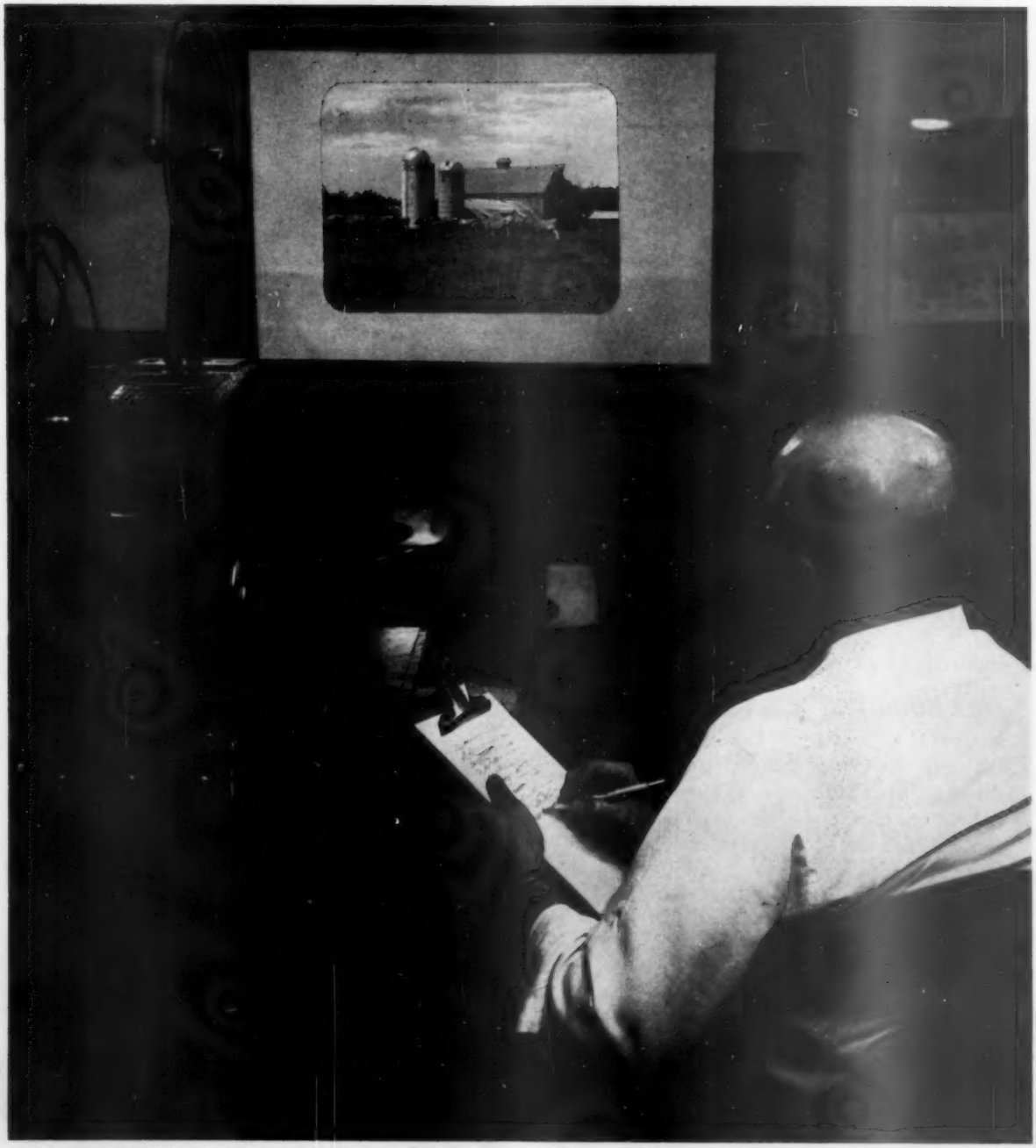
Every dairyman should own one! Tells how to detect, control and help prevent this profit-destroying, vicious disease, plus full facts about Gargon. Send for your FREE copy today!

For accurate diagnosis of mastitis, consult your veterinarian.

SQUIBB, *Veterinary Department*, 745 Fifth Avenue, New York 22, N. Y.

SQUIBB A NAME YOU CAN TRUST

How Ag Leaders Use Films



in Their Work

THE STORY IN BRIEF:

Ag leaders use about a dozen films each during an average year. A good program for these films hinges on three important considerations: Selecting films to meet specific needs; ordering them properly; and, using them effectively.

Effective use of sponsored movies can be divided into five areas:

- **Previewing before showing.**
- **Introducing the film properly.**
- **Good showing conditions.**
- **Good discussion after showing.**
- **Applying information in the film to the problem at hand.**

By Gerald McKay, Visual Aids Specialist, Univ. of Minn.

● HOW MANY FILMS did you use last year?

If you are an average ag leader, you probably used about a dozen. And, if you used them wisely, they helped you do your job more effectively. Let's look at some of the rules for success with commercially sponsored movies.

There are three important areas for ag leaders to consider in a good film program:

- Selecting films that will best meet the needs.
- Getting films from the most feasible sources.
- Using them effectively.

There are many films available for ag leaders, and the number increases each year. This issue of Better Farming Methods contains a list of many of the latest films in the field. Critical selection is important, however, if they are to meet your needs.

Look over your program of work or teaching plan for at least three months in advance and pick out the topics with which films can help you. Then, from descriptions of the films, choose those that fit.

How to Plan For Films

If you kept a card file last year of the films you used, you will have a good guide for this year.

Ask your high school audio-visual coordinator or state extension visual specialist to help in selecting the best films.

Place the order for films as soon as you know what you'll need—three months ahead is not too far. And be sure to keep a carbon copy of what has been ordered, where each film is coming from, and when you can expect it. Here are some points to keep in mind when ordering:

- Keep in mind the length that will fit best into your class period or meeting.
- Have a good reason for ordering a film more than 30 minutes long. A 20-minute film fits well into most class situations.
- If you haven't seen a film you're ordering, have it arrive a day or two beforehand so you'll have time to preview it.
- Try to get films from the most feasible sources. This means to order from libraries that are not far away, that are large enough to assure you dependable service with films kept in good condition.

There are many sources of good films. Many commercial concerns sponsor films and distribute them directly to users. Sometimes concerns turn their film distribution over to national organizations.

Most land grant colleges maintain a quite complete library of agricultural films. Their service charge is usually nominal; sometimes only return postage is asked. The United States Department of Agriculture also has a good selection of agricultural films.

Five Rules of Film Use

Regardless of how, or where, you get a film to show to your class or farm group, you must learn to use them effectively.

Effective use might be divided into five steps: (1) Preview, (2) introduce, (3) show under good contitions, (4) discuss immediately, and (5) apply to the problem at hand. Let's examine each of these steps separately.

Previewing

Previewing is important for several reasons. First, you must know what the film contains before you can decide if and how to use it. You must know if it has any new words or concepts that need to be explained.

You will want to know if there is advertising in the film that might embarrass you because one of your board members is in business selling a competitive product.

Introduction

You must introduce the film to your audience. Explain why you are showing it. Tell the students what

◀ **Take time to sit down and look through the film before showing to the group.**

Commercially sponsored films are an important teaching aid for ag leaders over the nation. A visual aids specialist tells how you can use these movies to put extra sparkle into your program—and retain this service for future generations.

you want them to look for and what not to be concerned with.

If the film contains new words or concepts, explain them before the film is shown. Point out why the information in the film is valuable to your audience.

Showing Conditions

The third step is to show the film under good conditions. This means that everyone must be seated where he can see and hear well. It also means that the screen should be large enough so even those in the back row can see. A rule of thumb is to seat the back row no farther away than six times the screen width.

Don't put chairs out near the edges where the screen images will appear distorted.

Get the screen up above the heads of your audience.

Mount the speaker above the screen if possible and have it pointed down towards your audience.

Be sure that the room is sufficiently darkened.

If you have to compromise with too many of these "ideal" conditions in order to show films, it might be best to choose some other visual such as a set of slides or material for the overhead projector. Conditions for projecting these latter aids are not quite so critical as for films.

Film Discussion

Group discussion after you have shown a film is important, too. You may have questions for discussion already written on the blackboard where they can be uncovered after the showing or you may have them in your lesson plan or lecture notes. In any case, you should have formulated a few good provocative questions. A short written quiz may accomplish the same purpose as a discussion. In some manner, however, be sure to allow your students to ask any questions they have.

Apply to the Problem

The final step in using a film (or any other visual) effectively is to provide a way to apply the information it presented.

In many cases this can be done by having each member of your group apply the lesson to his own project work. Sometimes the whole class can use the information. For examples, a film on parliamentary procedure can be put into practice immediately by the group. A film on producing high-quality milk, however, must be applied by individuals on their own farms later. It's your responsibility to see that some application of the lesson in the film is made.

If you preview, introduce, show well, discuss immediately, and apply each film you order next year, you will have justified the faith which the sponsor or film maker had in you and more than 20,000 other potential users of agricultural films. And what's more, you will have done a more effective job of teaching. End.

"I'll bet I know why *that* chicken crosses the road."

it happened to me

Laughable situations from the ag leader's daily life

THOSE RAMBLIN' SHEEP

As county agent of Mitchell county, Texas a few years ago, I was making a routine call on a farmer.

His wife greeted me at the door and told me her husband would be home in a few minutes. I waited on the front porch.

Trying to make conversation with the farmer's wife, I commented about some sheep grazing on a hillside about a quarter mile from the house.

I started by saying, "Well, I see you have some sheep over there. Are they Rambouillets?"

"Oh no," she retorted, "they stay right close around the house!"—*W. S. Foster, county agent, El Paso, Tex.*

TROUBLE WITH THE DOGS

A couple of ailing evergreens caused a South Dakota farm wife to consult me about her problem.

She told me about the evergreens: "The lower branches are dying," she said.

I inspected the shrubs. Sure enough, the needles near the ground were brown and brittle.

The symptoms caused me to ask, "Do you have a dog?"

"Why yes," she replied, "we have two dogs."

"That's the answer," I said. "The dogs are causing this trouble."

Plainly puzzled by my theory, she asked, "But how can that be? I've watched the dogs play here in the yard day after day, and I've never seen them take the first bite off those shrubs!"—*Jim Ferrell, Extension Forester, Brookings, S. D.*

BETTER FARMING METHODS will pay $5 for each item used in this column. Incidents must be original and must have actually happened. Entries cannot be returned or acknowledged. They should be sent to Editor, Better Farming Methods, Sandstone Building, Mount Morris, Ill.

HERE'S INFORMATION ABOUT

CRAG BRAND

SEVIN

BRAND

EXPERIMENTAL INSECTICIDE

CRAG SEVIN insecticide is a new kind of pesticide—a carbamate. Its chemistry is different from the chlorinated hydrocarbon or phosphorus compounds. SEVIN appears to be highly effective against a wide range of insects. Its mammalian toxicity is less than DDT.

SEVIN will be available soon in limited quantities for experimental use on apples by experienced growers.

In experiment station tests, SEVIN has controlled the following:

Fruit insects: Codling moth, apple aphid, rosy apple aphid, red-banded leaf roller, plum curculio, oriental fruit moth, apple maggot, grape leaf folder, grape leafhopper, pear psylla, and others.

Cotton insects: Boll weevil, bollworm, pink bollworm, cotton aphid, thrips, cotton fleahopper, cotton leaf worm, lygus bugs, stink bugs, and cotton leaf perforator.

Vegetable insects: Mexican bean beetle, Colorado potato beetle, corn earworm, flea beetle, imported cabbageworm, potato and six spotted leafhopper, and bean leaf roller.

Forest and ornamental pests: Eastern tent caterpillar, gypsy moth, bagworm, southern pine sawyer, ambrosia and bark beetles, and Japanese beetle.

Livestock pests: Ticks and lice.

OTHER "CRAG" PESTICIDES

Glyodin—Fruit fungicide to control apple scab and certain summer diseases, cherry leaf spot, and brown rot of peaches interplanted with apples.

Sesone—Formerly called Herbicide-1, controls germinating weed seeds in nursery stock, peanuts, strawberries, and potatoes.

Mylone—Preplanting soil fumigant to control weeds, soil fungi, nematodes in seed beds.

Fly Repellent—Basic ingredient in top-quality dairy and livestock sprays. Shown as "CRAG Fly Repellent", or "butoxy polypropylene glycol" on the label of cattle sprays.

If you would like more information on any CRAG pesticide, write to the address below.

UNION CARBIDE

Technical Development Department

CRAG Agricultural Chemicals

UNION CARBIDE CHEMICALS COMPANY

Division of Union Carbide Corporation

180 South Broadway, White Plains, New York

"Crag", "Sevin", "Sesone", "Mylone", and "Union Carbide" are trade marks of Union Carbide Corporation.

NOW! a level for
and every ration a
dual action PRO

Don't recommend more antibiotic protection than your growers—turkey, broiler, laying flock or swine—need! Recommend feeds fortified with levels of PRO-STREP designed to produce specific results under varying farm conditions.

Fit the ration to the farm. There is a PRO-STREP level for every ration—PROFITOPPER

SWINE

Penicillin

Penicillin is absorbed and carried through the blood stream to every part of the body to effectively check pathogenic, gram-positive organisms.
Penicillin also stimulates feed consumption, enhances weight gains and feed conversion. Grower is able to market more uniform pigs.

Streptomycin

Effective for prolonged periods of time in the intestinal tract, streptomycin acts against the gram-negative bacteria so often responsible for bacterial enteritis ("necro"). *Streptomycin will not interfere with the action of beneficial intestinal flora.*

CHICKENS *(Layer and Breeder Rations)*

Penicillin is absorbed into the bloodstream of the growing or mature bird. It is carried to every part of the body and is effective against harmful, gram-positive organisms. Penicillin is particularly helpful at times of stress in maintaining or increasing hatchability of fertile eggs.

Streptomycin is slowly absorbed from the intestinal tract. It provides "crop-to-vent" protection against pathogenic, gram-negative organisms. Streptomycin will not interfere with the action of beneficial intestinal flora.

A PRO-STREP Level for Every Ration:

LOW LEVEL—25 Gm./ton. Feed continuously to stimulate growth, improve feed efficiency, increase feed intake and promote better uniformity of gains.

MEDIUM LEVEL—50 Gm./ton. Feed continuously until pigs are 50-75 pounds to: prevent bacterial swine enteritis; stimulate growth; improve feed efficiency; stimulate feed intake; and help promote better uniformity of gains. If outbreaks of enteritis occur, feeds containing 100 Gm. of PRO-STREP should be used.

HIGH LEVEL—100 Gm./ton. To treat bacterial swine enteritis feed rations fortified with PRO-STREP for 4-5 days or until symptoms disappear.

PRO-STREP at the 100 Gm. level also may be used until pigs are 50-75 pounds to: stimulate growth, improve feed efficiency, increase feed intake and assure better uniformity of gains.

LOW LEVEL—25 Gm./ton. Feed continuously as an aid in maintaining or increasing egg production and to stimulate growth and improved feed efficiency.

In the presence of disease, rations containing 100 Gm. are recommended.

HIGH LEVEL—100 Gm./ton. The following claims may be listed on your tag when PRO-STREP is fed at high levels to chickens:

a. Reduce mortality and hasten recovery from C.R.D. **b.** Treat nonspecific infectious enteritis. **c.** Maintain feed intake and weight gains during C.R.D. and nonspecific infectious enteritis. **d.** Aid in maintaining or improving hatchability (of fertile eggs). **e.** Aid in maintaining or improving egg production. **f.** Prevent early chick mortality due to organisms sensitive to penicillin and streptomycin. **g.** Improve feed efficiency as related to egg production or weight gains. *Suggested feeding schedules:*

1. Feed the first 10 days—then 3-5 days during, or immediately after, such stress factors as Newcastle disease or bronchitis vaccination, debeaking or housing pullets. **2.** Feed for the first 10 days and then for 3 days out of every week until birds are marketed. **3.** Feed continuously in case of disease outbreaks.

Examine the **CLAIMS**—Check the **RESULTS**—Compare the **COST** of PRO-STREP with other broad-spectrum or single drug, narrow-spectrum antibiotics. You can't recommend a more effective antibiotic supplement at less cost!

MERCK

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GIBREL is now ready to help farmers everywhere boost yields and profits for a wide variety of crops. A striking example is the effect of a single spray of GIBREL Emulsifiable Concentrate in producing the extra-large clusters of seedless grapes at right.

WHAT YOU CAN TELL FARMERS ABOUT GIBREL®

Brand gibberellin plant growth substance

MERCK & CO., INC. RAHWAY, NEW JERSEY

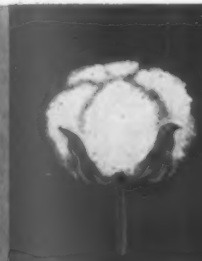
GIBREL BOOSTS PROFITS FOR THESE CROPS – and many others

SEEDLESS GRAPES

GIBREL increases yields, eliminates girdling, improves quality.

COTTON

GIBREL speeds seedling emergence and early growth, may improve boll set and fiber quality.



POTATOES

GIBREL gives prompt emergence, uniform stand, earlier maturity, increased yield.

CELERY

GIBREL hastens maturity, enlarges the heart, and increases yield of Great Lakes celery.

TOMATOES

GIBREL produces stronger, larger young plants, more foliage, more yield and development of fruit inhibited by "far-red" rays.

TRUCK GARDEN CROPS

GIBREL improves quality and yield of several important crops.

TURF AND FORAGE GRASS

GIBREL produces greening and rapid growth in early spring.

ORNAMENTALS

GIBREL increases size of plants and blooms, breaks dormancy, shortens growing time of many plants and shrubs.

Free literature shows farmers what Gibrel does for them . . . how and when to use it

Here, for the first time, is practical information about GIBREL that enables you to help farmers take full advantage of Merck's gibberellin growth stimulant. Many crops benefit from treatment with GIBREL as proved by Merck's extensive gibberellin research program. Now the results of this research are being made available in free leaflets for distribution to growers in your area. This literature explains what GIBREL does for each crop, when the crop should be treated, how to apply GIBREL, what formulation is best for a particular use. You can obtain this literature in desired quantities by using the convenient order form on the next page. Additional literature for other crops is being prepared, and will be sent to you upon request.

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Supplementing the individual pieces of literature for grower use, Merck has prepared this semi-technical booklet to answer your own questions about GIBREL. The booklet details Merck's three-point program of research, production, and practical application of GIBREL. It outlines the basic effects of GIBREL and their meaning in solving a wide range of plant growth problems. It gives the results, crop by crop, of current gibberellin field testing, tells what recommendations have already been established, what applications are presently being developed, and what the future promises. Use coupon on next page for your copy.

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GIBREL PROMISES HIGHER FARM PROFITS

GIBREL is the Merck-developed gibberellin that exerts a "vitamin-like" effect to trigger characteristic growth of many plants by supplementing the growth-promoting substances that naturally occur in plants. As such, GIBREL represents an entirely new approach to hundreds of plant growth problems that block greater production efficiency, higher yields and increased profits for farmers everywhere. With GIBREL, Merck leads the way in plant biochemicals just as it does in the fields of animal health and nutrition. Merck-sponsored research has already established recommendations for the economical use of GIBREL in treating a wide variety of crops, and is continuing to develop even broader practical applications. You can help farmers in your area take full advantage of GIBREL right now by sending for the free literature listed below.

GIBREL
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SEND FOR FREE LITERATURE

MERCK & CO., INC. RAHWAY, NEW JERSEY

Please send free copy of semi-technical booklet on GIBREL for my own use. Also send free supply of the following leaflets for distribution to growers in my area: Indicate quantity of leaflets desired

_____GIBREL for Grapes
_____GIBREL for Cotton
_____GIBREL for Potatoes
_____GIBREL for Celery
_____GIBREL for Tomatoes
_____GIBREL for Truck Garden Crops
_____GIBREL for Turf and Forage Grass
_____GIBREL for Ornamentals
_____GIBREL for other crops

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☐ **Please include literature and folders on other Merck agricultural products.**

Name and Position_____

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every ration—

PROFITOPPER with low-cost

STREP

(A combination of two antibiotics —procaine penicillin and streptomycin sulfate—in a ratio of 1 to 2.)

rations that will mean healthier livestock—better return for growers in your area.

Here's how the dual action of Penicillin and Streptomycin in PRO-STREP helps to improve feed efficiency, fight disease and enhance growth in turkey, broiler, layer and swine rations. A Level for Every Ration—Every Ration a PROFITOPPER!

CHICKENS *(Starter and Grower Rations)*

Penicillin is absorbed into the chick's bloodstream and carried to every tissue and organ in the body. Penicillin is effective against the gram-positive organisms. Many of the bacteria susceptible to penicillin are incriminated in secondary and subclinical infections in young chicks.
Penicillin also has a profound effect on stimulating growth, enhancing effective feed conversions and stimulating feed consumption.

Streptomycin is slowly absorbed from the intestinal tract. It provides "crop-to-vent" protection against harmful, gram-negative organisms. *Streptomycin will not interfere* with the action of beneficial intestinal *flora.*

LOW LEVEL—25 Gm./ton. Feed continuously to stimulate growth of chicks and to improve feed efficiency.

In presence of disease, recommend rations containing 100 Gm. of PRO-STREP.

HIGH LEVEL—100 Gm./ton. The following claims may be listed on your tags when PRO-STREP is fed at high levels to chickens:

a. Reduce mortality and hasten recovery from C.R.D. **b.** Treat nonspecific infectious enteritis. **c.** Maintain feed intake and weight gains during C.R.D. and nonspecific infectious enteritis. **d.** Aid in maintaining or improving hatchability (of fertile eggs). **e.** Aid in maintaining or improving egg production. **f.** Prevent early chick mortality due to organisms sensitive to penicillin and streptomycin. **g.** Improve feed efficiency as related to egg production or weight gains. *Suggested feeding schedules:*

1. Feed the first 10 days—then 3-5 days during, or immediately after, such stress factors as Newcastle disease or bronchitis vaccination, debeaking or housing pullets. **2.** Feed for the first 10 days and then for 3 days out of every week until birds are marketed. **3.** Feed continuously in case of disease outbreaks.

TURKEYS

Penicillin, absorbed into the bloodstream, affords maximum protection in all the tissues and organs of the body against the effects of gram-positive pathogens. Penicillin also is valuable in promoting economical weight gains in poults.

Streptomycin provides "crop-to-vent" protection against gram-negative organisms in the bird's intestinal tract. Slowly absorbed from the intestines, *Streptomycin does not interfere with the action of beneficial intestinal flora.*

LOW LEVEL—25 Gm./ton. For best results turkeys should be placed on low levels from hatching until they are 16-20 weeks of age. Low-level antibiotic rations will stimulate growth and improve feed efficiency. In the presence of disease, or on farms where the disease level is high, use rations containing 100 Gm. of PRO-STREP.

HIGH LEVEL—100 Gm./ton. At this level rations fortified with PRO-STREP will: treat bluecomb and infectious sinusitis; help maintain weight gains during outbreaks of these two diseases; prevent early mortality of poults due to organisms sensitive to either streptomycin or penicillin; help reduce losses following periods of stress such as vaccination, debeaking, chilling, moving, overheating; improve weight gains and feed efficiency in poults even in the presence of disease.

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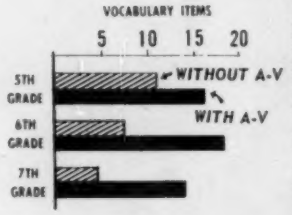
PRO-STREP

th **THE MERCK MARGIN OF SURETY**

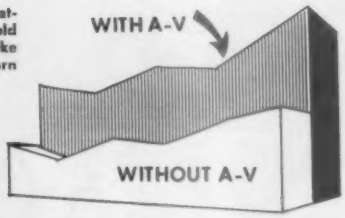
SPEED LANGUAGE LEARNING

Vocabulary is increased and learning time shortened with audio-visuals. In foreign-language teaching, audio-visuals are especially effective.



MAKE PEOPLE WANT TO LEARN

Audio-visuals build attention, attract and hold interest; learners like them and like to learn with them.



Dr. Charles Schuller, Director of the Michigan State Audio-Visual Center, looks at the ag leader's problem in . . .

AUDIO-VISUAL COMMUNICATION

THE STORY IN BRIEF:

The effective ag leader uses shortcuts to get his ideas across. He uses pictures, slides, charts, models, filmstrips, motion pictures, and other visuals to help make meanings clear.

These audio-visuals clearly help people to remember. And each visual has special advantages and limitations. There is no one method that fits all situations.

Here are some points the audio-visual user should consider:

1. Before selecting the visual, have your objective clearly in mind.

2. Select the visual to suit the audience you are aiming for.

3. Know which visual to select.

4. Know how to use the visual you select for the job.

Communications are becoming more and more important to every teacher. It is imperative that we use every known method to express our ideas clearly and emphatically. Visuals can help meet this challenge.

● WHY USE VISUALS IN A teaching program? The answer is simple. Visuals make teaching more effective.

Psychologists tell us that all learning comes through the five physical senses. Of the five senses, the eye is by far the most efficient avenue of learning. This is a fact we are apt to forget, especially in our present-day sophisticated and complex society. We have come to rely heavily, instead, on the written or spoken word.

And, words are essential. Good communications would be impossible without them. But words alone are not enough.

After all, words are merely symbols. The same word means different things to different people. It all depends on how familiar they are with the word. "Conservation" means one thing to a farmer who has been benefited by it and something else to a farmer who has never suffered losses from erosion, floods, or depleted soils.

Why Use Audio-Visuals

Good teachers recognize the importance of visualizing. To be sure, they stress the importance of reading and speaking. But they also know that words have meaning only in terms of experience. The most meaningful experience is direct firsthand experience—the "do-it-yourself" kind.

But direct experience is not always possible or practical as a way of learning. Thus, the effective agriculture teacher or county agent provides short cuts to get across new ideas or information. He uses demonstrations, pictures, slides, charts, models and specimens, filmstrips, motion picture films, field trips and laboratory experiments. These and other devices help make meanings clear.

Learning is faster and more readily remembered—

if the right materials are used in the right place in the right manner.

What Research Shows About Audio-Visuals

Most of the research on audio-visual media of instruction has been concerned with sound motion picture films and, in the past few years, with television.

We have ample evidence from literally hundreds of studies that films and other audio-visual materials can exert a powerful positive effect on learning. In general, research and experience with audio-visual materials demonstrate several things of importance to anyone concerned with effective communication:

- People learn more efficiently and remember better through visual means than by verbal methods alone.
- Each type of audio-visual material has unique advantages as well as certain limitations. Thus, it is not a question of films or demonstrations or slides, etc. All are needed at one time or another to do the job properly.
- Materials and methods in combination are usually superior to any one type used alone. Thus, a few appropriate slides and a suitable film (or part of a film) plus reading and discussion are likely to be much better than any one of these by itself.
- How materials are used makes a great difference. Poor use of a demonstration or a film, for example, may provide little, if any, beneficial results. There is no inherent magic in any teaching tool.

What Is Meant By Good Use?

Effective use of audio-visual materials and methods is not difficult. Nor is it easy. That is to say, anyone who is a good teacher to begin with, can readily understand and, with a little experience, make successful use of audio-visual techniques.

Good teaching is an art. It is no easier when audio-visual materials are used. It may be more difficult. But it is also more effective. And this is what counts.

The following points may suggest some ideas on how to plan and carry out a lesson in which audio-visual methods are used:

1. Have your objectives clearly in mind.

Clear objectives are basic to any good presentation, demonstration, or teaching assignment. And they must be specific. It is not enough to decide, for example, to cover the proper curing of hay. You need to know exactly what points you wish to have understood, what actions taken, and possibly what preconceived ideas you will have to overcome with a particular group.

The specific purposes will help you all along the way. They help you to decide what to include and what to leave out. To an extent they determine how to go about the communication job at hand and the materials you will use.

2. Know your audience.

Another key element in good communication is the audience. Not only do we need to know what is to be taught, but to whom.

Good teaching, as we know, involves a thorough study of our students. The more we know about them, their abilities, backgrounds, interests, and previous accomplishments, the better the job of teaching we can do.

With this information, we know much better where to start and how to proceed. As any good teacher knows, one of the key problems is to get the student to want to

VEGETABLE GROWERS:

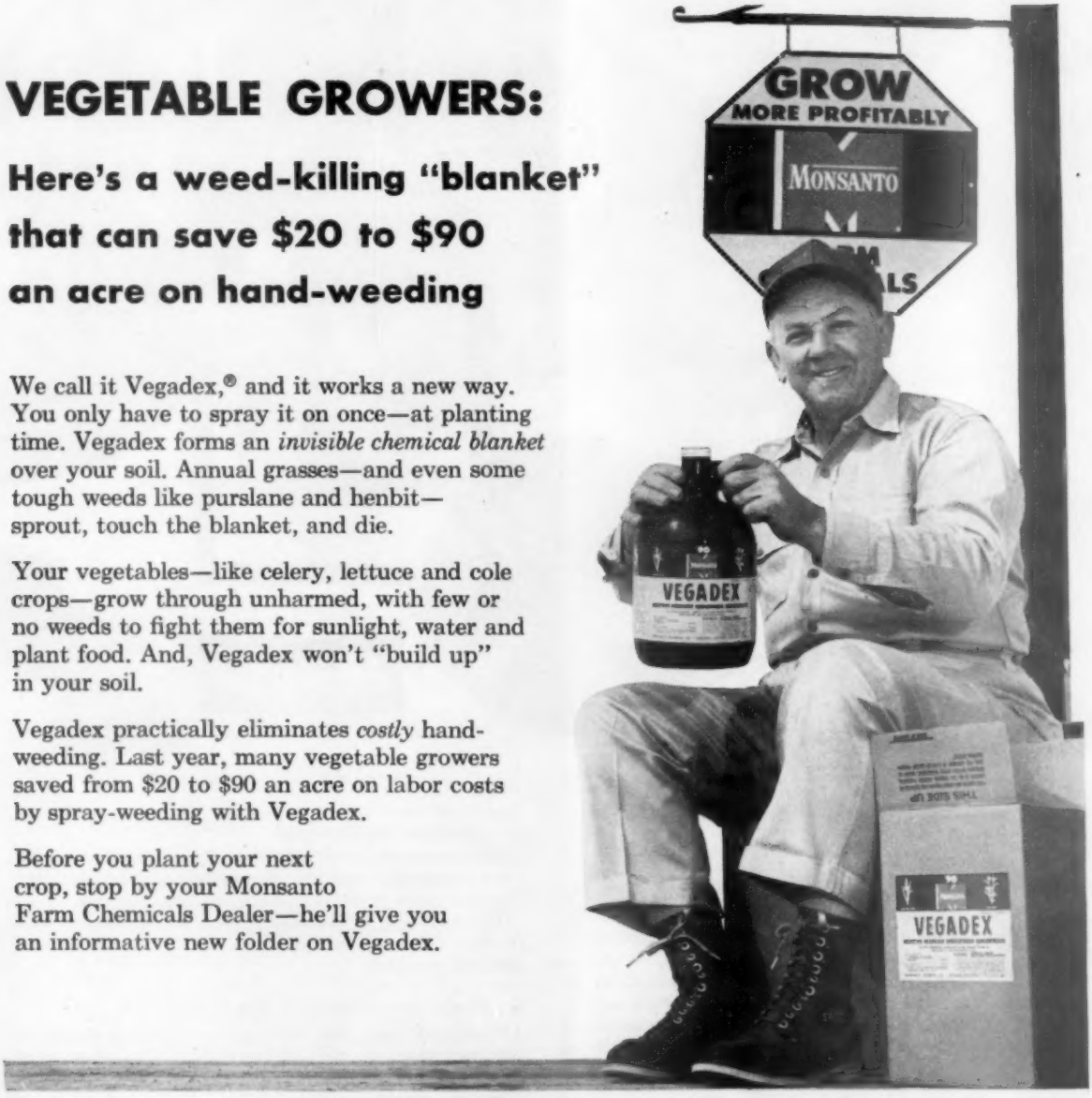
Here's a weed-killing "blanket" that can save $20 to $90 an acre on hand-weeding

We call it Vegadex,® and it works a new way. You only have to spray it on once—at planting time. Vegadex forms an *invisible chemical blanket* over your soil. Annual grasses—and even some tough weeds like purslane and henbit—sprout, touch the blanket, and die.

Your vegetables—like celery, lettuce and cole crops—grow through unharmed, with few or no weeds to fight them for sunlight, water and plant food. And, Vegadex won't "build up" in your soil.

Vegadex practically eliminates *costly* hand-weeding. Last year, many vegetable growers saved from $20 to $90 an acre on labor costs by spray-weeding with Vegadex.

Before you plant your next crop, stop by your Monsanto Farm Chemicals Dealer—he'll give you an informative new folder on Vegadex.



HERE'S HOW THE VEGADEX "BLANKET" can kill weeds for you! All celery shown here was planted at the same time. But notice the weed-free rows at left which were band-sprayed once with Vegadex at planting.

Make sure you're spraying right. Ask your Monsanto Dealer about the special offer on the Spray-Rater that accurately measures the amount of spray your rig applies per acre.

Vegetable Growers . . .

VEGADEX KILLS—annual bluegrass, bull grass (goose grass), crab grass, foxtail, pigweed, barnyard grass, chickweed, henbit (blue weed), and purslane.

VEGADEX IS SAFE FOR—collards, mustard greens, turnip greens, broccoli, cabbage, snap beans, soybeans, celery, sweet corn, kale, spinach, hanover salad, brussels sprouts, lima beans, lettuce, field corn.

learn. We call it motivation.

3. Know your media.

Occasionally a teacher asks whether to use a film or a filmstrip, a series of slides, a demonstration, or some combination of these or other means.

The answer is partly determined by what facilities and materials you have available. But largely the answer should lie in what is to be taught and in what media can do the particular jobs best. If motion is important to understanding, a sound film, a demonstration, or both, are probably called for. If the operation is complex, still pictures, charts, or slides will probably be needed before, during, or after the film.

The point is that there is no best medium. All are tools whose effectiveness is directly dependent on the instructor's skill in selecting and using them.

4. Know good techniques of use.

Knowing what is in a film enables you to determine what you particularly want your audience or class to look for. It is important to point this out in some manner. There is usually much information in even a single picture. Unless the viewer has his attention directed specifically, he may overlook the points you want him to get.

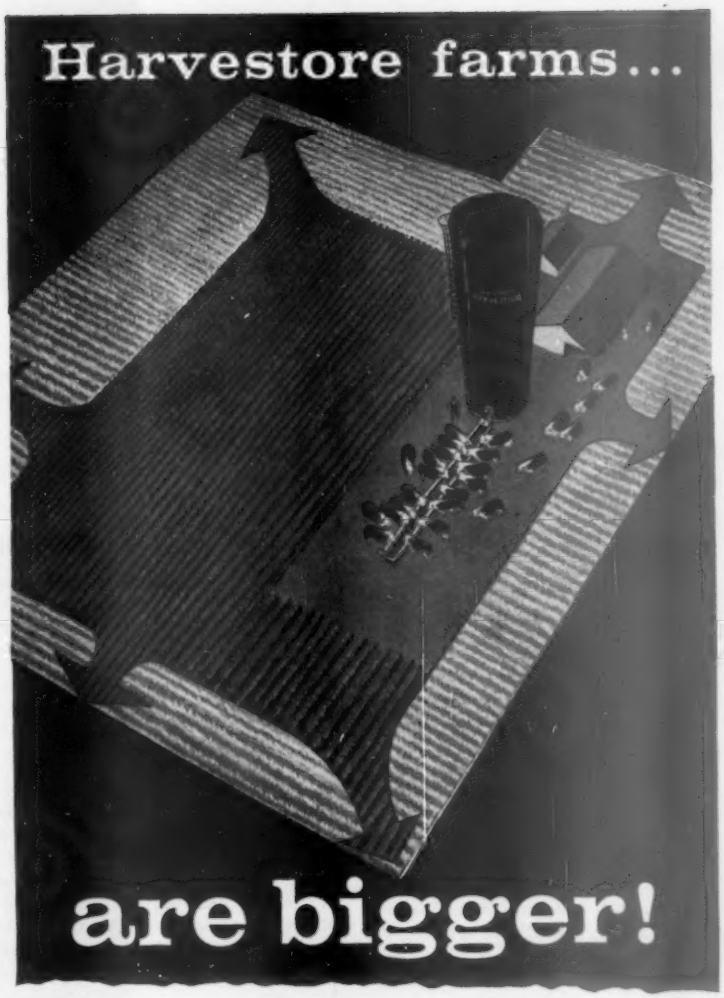
Audio-Visuals Need Support

This list could go on. But the important thing at this point is to recognize that good teaching in agriculture makes use of audio-visual tools whenever these can help make meanings clear. They are not extras but essentials in the job to be done. Each kind of material has particular advantages and limitations of its own. Also some individuals learn better by one method than another.

The good ag teacher, therefore, uses a variety of methods and materials in numerous combinations.

Effective communication has never been as important as it is today. There is no place either in or out of school for slip-shod methods of getting information and ideas across. To do the job properly we need expert, dedicated teachers. But teachers alone cannot do the job unless they have at their command the powerful tools of modern communication and the know-how to use them well.

The day when teachers, pupils, and books were sufficient of themselves to meet modern educational needs has been gone for some time. It is high time we realized it. End.



Not in actual acres. But in livestock and profit capacity, HARVESTORE *farms ARE bigger.*

- **Bigger in livestock capacity**
- **Bigger in feed production**
- **Bigger in profit potential**

Because: HARVESTORE *Vertical Farming makes possible an entirely new economy on the farm.*

Built around sealed, *oxygen-free* storage, the HARVESTORE eliminates most losses of haymaking, pasturing or green chop feeding ... multiplies the feeding value of oats ... makes possible the storing and feeding of high-moisture corn for lower-cost gains.

But HARVESTORE does more than provide better feed. It is a better way of farming ... eliminating conventional hay handling methods and awkward mow storage. The exclusive bottom unloader makes possible convenient mechanical feeding. But above all, the HARVESTORE means greater net profits.

For the complete facts on how the HARVESTORE increases livestock carrying capacity of a farm ... boosts income potential ... mail the coupon today.

Through research ... *a better way*

A.O.Smith
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HARVESTORE PRODUCTS
Kankakee, Illinois

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Dept. BF-78, Kankakee, Illinois

Please send me the free HARVESTORE Farm Profit Plan Booklet and Haylage information.

Name .....

Town ..... RFD .....

County ..... State .....

FARM MECHANICS

for school and farm

by T. J. Wakeman

Professor, Agricultural Engineering
Virginia Polytechnic Institute

● NOW THAT IT'S SUMMER, we have a good chance to spice up our teaching programs with outdoor activities.

There's nothing better than a good outdoor session to arouse interest and enthusiasm among our students. And, right now, I can't think of a better outdoor program than a tractor driving contest.

Tractor driving contests should be an educational asset to any vocational agriculture program, equal to auto driving courses in our high schools.

Here are a few basic rules to keep in mind while planning a tractor driving contest:

- Safety should be a major objective.
- There should be contests for all age groups who normally drive tractors.
- The percentage of potential drivers participating should be considered when the success of the contest has been evaluated.
- Eliminate all rivalry among manufacturers and dealers.
- The scoring device should show some effort to eliminate spinning and sliding of the tractor wheels and other dangerous or impractical maneuvering.

The following are sample sections of the contest material. These sections were chosen because they answer most of the teachers' questions.

The contest includes the following events:

1. Operating Tractor
2. Belting to Implement
3. Written and Practical Examinations

Equipment Needed

1. A standard make tractor with a pulley.
2. A two-wheel trailer or manure spreader.
3. A slat frame 8 x 12 feet.
4. A 6-inch belt at least 25 feet in length.
5. One stop watch.
6. Two push and pull rules.
7. Twenty-six posts.
8. Two hundred fifty feet of heavy cord or binder twine.

PRACTICE PERIOD—A short practice period should be provided to give instructions in the correct and safe operation of the tractor.

SCORING — The point deduction system may be used to score the contest. The person with the lowest total score will be the winner.

SAFETY—Each contestant will be scored on safety throughout the contest. One judge should do all the scoring on safety.

Event 1—Operating Tractor

Rules

1. No assistance will be allowed in spotting. The tongue will be on the ground or on the jack. The operator will make the hitch without moving the implement forward more than one inch. A safety-type pin will be used whenever possible for the hitch, and the operator will dismount from the tractor to insert the pin and remove it at the end of the event.

2. Whenever dismounting tractor with the engine running, brake must be set. With engine stopped, brake must be set or left in gear. With tractors having hand clutches, the gear shift must be in neutral position if the engine is running.

3. Time begins on the signal from the judge at the starting line and stops when the contestant reaches the stopping line and the engine is stopped.

TRACTOR TEAM—Two standard Ford tractors, with front wheels removed, are converted into a "tandem" four-wheel-drive tractor. The experimental machine has delivered up to 45 percent more drawbar pull than the total combined pull of the two tractors used conventionally.

Procedure

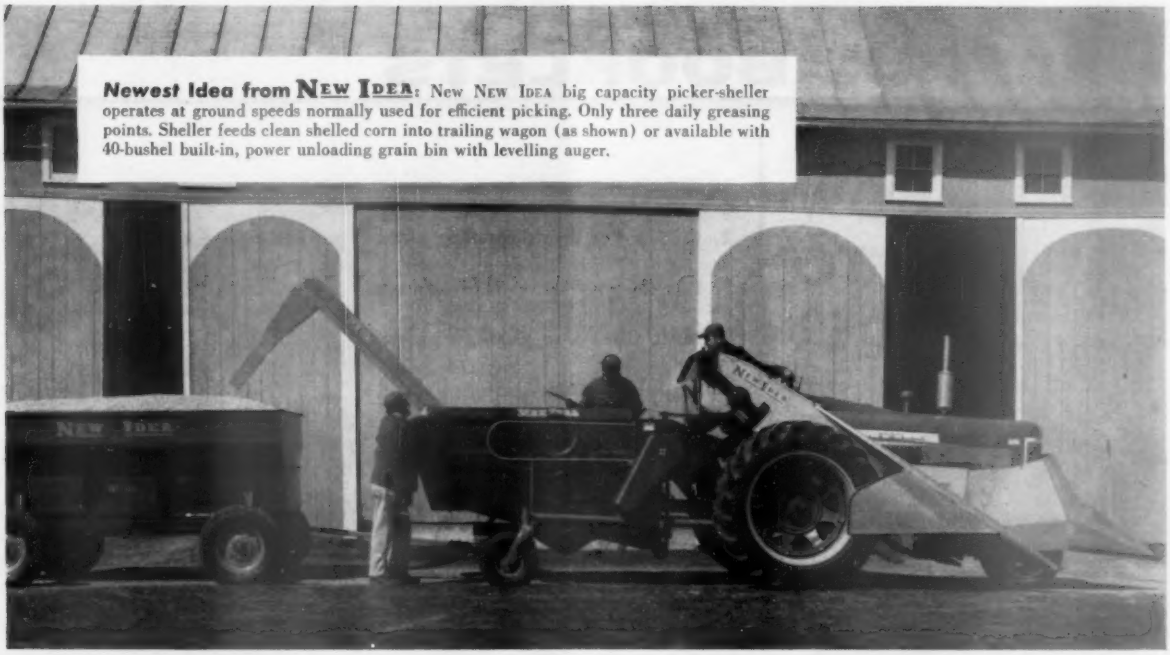
1. The contestant starts and warms up the tractor in the stall.
2. Contestant drives tractor to starting line with the rear wheels on the line.
3. Contestant signals timekeeper that he is ready to begin—with engine running, brake set in neutral. Timekeeper gives signal to start.
4. Drive to implement shed, spot drawbar and attach implement.
5. Pull implement from shed and back it in the 40-inch alley.
6. Draw the implement out of the alley and through the gates.
7. Back implement into the implement shed.
8. Unhook implement and drive tractor to stopping line and stop engine with rear wheels of tractor on line.

Scoring

Three judges should be available, one for timing and recording scores, and two for measuring and observing operation. Here are the major divisions of the score sheet for the first event—tractor operation:

1. Starting Safety
2. Driving Safety
3. Number of Unnecessary Changes in Direction
4. Tractor Engine
5. Posts and Lines
6. Measurement in Alley
7. Measurement in Shed
8. Failure to Run Prescribed Course
9. Dismounting
10. Other Safety
11. Time

Because of limited space, I could not include all this score sheet. But, I will be happy to send you a complete mimeo of the score sheet and events 2 and 3 of this contest if you will send a regular 9½ by 4 inch, self-addressed, stamped envelope to T. J. Wakeman, Professor, Agricultural Engineering, Virginia Polytechnic Institute, Blacksburg, Va.—End.



Newest Idea from NEW IDEA: New NEW IDEA big capacity picker-sheller operates at ground speeds normally used for efficient picking. Only three daily greasing points. Sheller feeds clean shelled corn into trailing wagon (as shown) or available with 40-bushel built-in, power unloading grain bin with levelling auger.

Now you can

PICK-&-HUSK and PICK-&-SHELL

...*Both the same day*

Team up NEW IDEA's famous 2-row gathering unit with its own trailing husking bed or with the new NEW IDEA field sheller. One man can make the change-over in less than 30 minutes. The sheller operates from the tractor PTO and hugs the gathering unit for easy maneuverability. It lets you harvest your corn earlier. And only three fittings need to be greased daily . . . only ten grease fittings in all!

For the first time you have unlimited flexibility in how you harvest your corn crop. For example, you can harvest ear corn in the morning—shelled corn in the afternoon. Harvest as much as you want, *any* way you want it.

Permits Earlier Corn Harvest. With the new NEW IDEA field sheller you can harvest your corn crop earlier, leaving more time for fall plowing, tillage, and seeding. Earlier harvesting reduces field loss, since stalks and ears are not so dry. And you can frequently sell your shelled corn at high old-corn prices. Shelled corn is easier to handle, requires 50% less storage space than ear corn. With fewer wagon changes, you can harvest more corn per day!

Precision-Engineered for Long Life. The NEW IDEA field sheller was engineered to do one job and one job well: to give you gently-shelled, clean corn — with a minimum investment in equipment.

Ruggedly Built for Heavy Corn Crops. There are no delicate mechanisms in the NEW IDEA sheller that may be damaged by cobs and pieces of heavy stalks, no danger of rapid machine depreciation from harvesting corn instead of small grain. The NEW IDEA sheller will give you years of dependable service.

You can buy a NEW IDEA mounted picker or snapper, knowing that the field sheller can be added at any time. If you are one of the many thousands of farmers who already own a NEW IDEA mounted picker, plan to enjoy more versatile, more profitable corn farming by investing in the new NEW IDEA field sheller.

See it at your NEW IDEA dealer's today, or write for free literature.

For Cleanest Husked Corn, you can't beat NEW IDEA's famous mounted picker. Its trailing husking unit rides on two rubber-tired caster wheels, reducing weight on tractor wheels and permitting operation in soft fields. Husking bed has 10 extra long husking rolls, largest capacity on any mounted picker.

NEW IDEA FARM EQUIPMENT COMPANY
DIVISION AVCO DISTRIBUTING CORP.
Dept. 593, Coldwater, Ohio

Please send me the following FREE literature

- ☐ 2-row mounted picker
- ☐ 2-row pull-type picker
- ☐ 1-row pull-type picker
- ☐ 1-row pull type snapper
- ☐ 2-row mounted snapper
- ☐ New field sheller

Name_____

Street_____

Town_____ State_____

HELPFUL BOOKLETS

HOW TO ORDER

1. **SELECT the booklets you want**
2. **CIRCLE the corresponding number on the postal card**
3. **FILL IN your name and address**
4. **MAIL CARD—no postage needed**

1—The Pigloo System

A colorful 34-page booklet from Nutrena Mills, Inc., gives all the facts about the new Pigloo hog-raising system. This booklet is a must if you are interested in hogs.

2—Pasture Without Soil

The Buckeye Incubator Company invites you to send for free literature on their Grass Incubator. This booklet tells how you can go from seed to feed in just six days without any soil.

3—Youth Work History

A history of work with young men and women in the states and nation is available to ag leaders from the Agricultural Extension Service, Lafayette, Ind.

4—Steel Roofing and Siding

This booklet from the American Iron and Steel Institute gives many advantages of using galvanized steel sheets for roofing and siding. Send for your free copy of this bulletin No. 6.

5—Cotton Insect Control

The Hercules Powder Company would like you to have a free copy of their 16-page booklet "A Practical Cotton Insect Control Program." Order your free copy today.

6—Selecting Movie Film

A free booklet from the Eastman Kodak Company tells how to select the proper 16 mm. movie film.

7—The Educational Race

"How Can America Win the Educational Race?" is the provocative question answered by a free pamphlet available from Victor Animatograph Corporation. Send for your copy of this helpful booklet.

8—Bulk Milk Cooling

A complete, informative bulletin on bulk milk cooling is now available from Sunset Equipment Company. It explains the many points of bulk milk cooling.

9—Selecting Magnetic Tape

A helpful new guide for selecting the right magnetic tape for your recording needs is available free to ag leaders from Minnesota Mining and Manufacturing Company.

10—Booklet of the Month

All ag leaders are called upon at one time or another to get on their feet and present ideas before an audience. A booklet from the Polaroid Corporation entitled "On Your Feet" tells how you can use pictures in your role as speechmaker, teacher, or idea-salesman. It covers such topics as using slides, placing the screen, using pointers, content of slides, use of charts and graphs, speechmaking novelties, and speechwriting techniques. You'll want a copy of this free booklet.

11—Pole-Type Farm Buildings

An 8-page pocket-size booklet, in color, from Koppers Company, Inc., tells how to build pole-type structures with pressure treated materials. Get your free copy by circling the postal card number above.

12—Free Mastitis Detectors

The Sterling Research Corporation will send you a box of their mastitis detectors if you will circle the postal card number above.

13—New Film Screen

Da-Lite Screen Company, Inc., invites you to send for free literature on their new lenticular screen surface that gives greater brilliance and sharper contrast to your movies.

14—Livestock Vaccines

The Franklin Serum Company invites you to send for a copy of their booklet on vaccines and supplies. Get your copy by circling the postal card number above.

15—The Story of Baciferm

A colorful 24-page booklet from the Commercial Solvents Corporation gives a complete story of the use of Baciferm in poultry and swine feeds. Send for your copy of this free booklet.

16—Milking Parlor Booklet

A new milking parlor booklet just off the press from James Manufacturing Company gives a complete story of the modern way to parlor milking.

17—Tractor-Attached Earthmover

This tractor-attached earthmover performs the same jobs as heavy machines on a smaller scale. It takes a half-yard of dirt in one load, and is operated with fingertip hydraulic controls. The Danuser Machine Company will gladly send you more information about this equipment if you will circle the postal card number above.

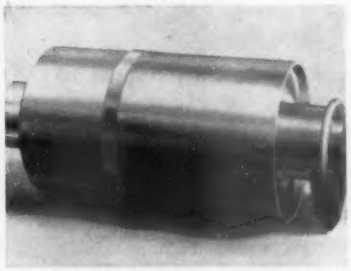
18—A Story of Gates

The Aluminum Company of America would like you to have a free copy of their booklet on the story of aluminum gates. A copy is yours for the asking.

19—Spray Charts

The Stauffer Chemical Company would like to send you a copy of their apple and peach spray charts. These will make an attractive display for your office or classroom bulletin board.

20—Stop Fire Hazards



The spark arrestor made by Erickson Products Company is designed to trap dangerous incandescent exhaust carbon. It can be placed within the exhaust system and may replace the muffler in many cases. For more information about this fire-preventing equipment, circle the postal card number above.

21—Treat Turkey Diseases

A bulletin from Abbott Laboratories available free to ag leaders tells about the use of Gallimycin-TF for the prevention and treatment of turkey diseases.

22—Better Haymaking

The story of better haymaking is the topic covered in a helpful booklet available free to ag leaders from the Allis-Chalmers Manufacturing Company. Send for your copy today.

23—Selected Motion Pictures

Ag leaders are invited to send for a free copy of a 40-page catalog of free and rental 16 mm. sound films available from Association Films, Inc.

24—Push-Button Corn Drying

An informative booklet from Butler Manufacturing Company describes a push-button system for drying and storing corn.

25—Forage Harvesting Equipment

The Fox River Tractor Company would be happy to send you a free copy of their booklet on forage harvesting equipment. This full-color booklet is yours for the asking.

26—Corn Data Notebook

A small pocket-size booklet available from Funk Bros. Seed Company tells how to calculate yields, estimate number of plants per acre, and many other interesting facts about corn. Send for your free copy.

27—Drainage Tile Cover

Libbey-Owens-Ford Glass Fibers Company invites you to send for a free description of their tile-Guard drainage tile cover that prevents the clogging of field drainage tile. It is yours for the asking.

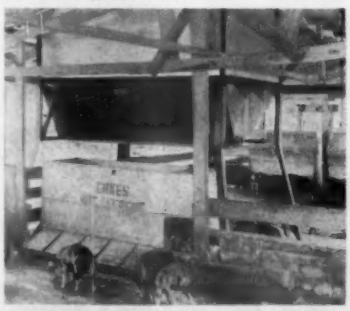
28—Easy Hay Movers

Mayrath, Inc., would like you to send for a free copy of their descriptive literature on bale movers. You ought to know about this labor-saving equipment.

29—What to Do About Bloat

A helpful booklet available from Morton Salt Company tells what you can do about bloat.

30—Bulk Pig Feeder



This bulk feed bin manufactured by Leach Manufacturing Company features extra strong steel construction and is rat-proof. If you would like more information on this gravity flow feeder, circle the postal card number above.

31—Farm Repair Center

The Stran Steel Corporation would like to send you a complete description, along with layout information and pictures, of a farm service and repair center. Get this information by circling the postal card number above.

32—Irrigation That Walks

The R. M. Wade Company would like you to know more about their machinery for power moving of sprinkler irrigation laterals. Circle the postal card number above for complete information on this self-powered moving system.

33—Schain Butterfat Test

Merck and Co. would like for you to have a free copy of their booklet, "Schain Test for Butterfat." Get your copy by circling the number above.

34—Safe Work Load

You'll be interested in this informative booklet which tells about a safe work load for farmers with heart disease. The American Heart Association will be happy to send you a free copy.

35—Audio-Visual Ideas

This booklet, "A Treasure Chest of Audio Visual Ideas," is offered free to ag leaders by Victor Animatograph Corporation.

36—Choosing Plastic Pipe

The task of selecting flexible plastic pipe is well-treated in this helpful booklet from E. I. DuPont. Send for your free copy.

All Booklets listed on these pages are free. Order your copies with the postal card above. We pay postage.

voted FIRST AGAIN IN 1957!

Better Farming Methods

• Preferred by READERS

There is a dependable way to measure a publication's value: *Ask the readers.*

Through an independent survey, 2345 vo-ag teachers, county agents, and soil conservationists were asked: *Which of the three principal leader publications they found most helpful.* Among agricultural leaders who receive all three publications, *BFM is preferred 3 to 1 over the second publication in the field.*

This survey, completed in April, 1957, gave the same result as every survey since 1947.

• Preferred by MANUFACTURERS

There is another way to measure any publication's value: *Ask the manufacturers who advertise their products in it.*

Again in 1957, Better Farming Methods led the second publication in advertising revenue by 36 percent and the third publication by 206 percent.

Manufacturers invested $234,294 in advertisements they placed in Better Farming Methods during 1957.

Professional Magazine for Leaders who TRAIN and ADVISE Farmers

33,000 copies monthly

BETTER FARMING METHODS

BFM

WATT PUBLISHING CO.

Sandstone Building

MOUNT MORRIS, ILL.

COMING EVENTS

July 7-11—Florida Vocational Agriculture Teachers Association Conference, Daytona Beach, Fla.

July 20-26—15th Annual National Farm Safety Week. Contact National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

July 26-29—National Audio-Visual Association Convention, Hotel Morrison, Chicago.

August 3-7—American Association of Agriculture College Editors, University of Wisconsin, Madison.

August 4-8—American Society of Agronomy, Purdue University, Lafayette.

August 5-8—Poultry Science Association Convention, Cornell University, Ithaca, N.Y.

August 11-14—American Vocational Association Convention, Buffalo, N.Y.

August 18-20—Joint Annual Meetings of the American Soybean Association and the National Soybean Processors Association, Hotel Fort Des Moines, Des Moines, Ia. Contact George M. Strayer, secretary, American Soybean Association, Hudson, Ia.

August 24-27—30th Annual Meeting of the American Institute of Cooperation, Pennsylvania State University, University Park.

August 31-September 4—National Association County Agricultural Agents Convention, Seattle, Wash.

September 17-18—Materials Handling Conference sponsored by the American Society of Agricultural Editors, Iowa State College, Ames, Ia. Contact J. L. Butt, Executive Secretary, ASAE, St. Joseph, Mich.

September 24-26—15th Annual Convention, Florida Fruit & Vegetable Association, Hotel Fontainebleu, Miami Beach, Fla. Contact J. P. Harllee, Jr., Palmetto, Fla.

October 6-11—Sixth Annual International Dairy Stock Show, International Amphiteatre, Chicago Stock Yards.

October 13-16—National FFA Convention, Kansas City, Mo.

October 19-22—Soil Conservation Society of America Convention, Asheville, N.C.

October 27-30—83rd Annual Meeting of the American Forestry Association, Pioneer Hotel, Tucson, Ariz. Contact Fred E. Hornaday, executive vice president, American Forestry Association, 919 Seventeenth St., N.W., Washington 6, D.C.

November 21-27—National Farm-City Week. Contact National Headquarters, Farm-City Week, 520 North Michigan Ave., Chicago 11, Ill.

November 30-December 4—National 4-H Club Congress, Chicago, Ill. Contact Norman Mindrum, director, National Committee on Boys and Girls Club Work, Inc., 59 E. Van Buren St., Chicago 5, Ill.

1958 NVATA Convention PROGRAM

The activities will commence at the Statler Hotel in Buffalo, N.Y. at 9 a.m. on Saturday, August 9. NVATA Executive Committee members will meet beginning August 6.

Here is a brief outline of the convention program:

Saturday, August 9

9:00 a.m.-10:30 a.m.—First General Session
10:45 a.m.-12:00 Noon—Special Program
1:00 p.m.-5:00 p.m.—Regional Meetings
6:30 p.m.—NVATA Dinner Meeting—State Presidents

Sunday, August 10

1:00 p.m.-2:30 p.m.—NVATA Second General Session
3:00 p.m.-5:00 p.m.—NVATA Program of Work Committee Meetings

Monday, August 11

9:00 a.m.-12:00 Noon—Combined Agricultural Education Groups
1:30 p.m.-3:00 p.m.—Combined Agricultural Education Groups

Tuesday, August 12

8:00 a.m.-10:00 a.m.—State Supervisors and Teacher Trainers in Agricultural Education Panel Meetings
8:00 a.m.-10:00 a.m.—NVATA Regional Meetings
12:45 p.m.-2:15 p.m.—International Harvester Luncheon
2:15 p.m.-4:00 p.m.—Visit Commercial and Educational Exhibits

Wednesday, August 13

8:00 a.m.-10:00 a.m.—Allis-Chalmers Breakfast Meetings
12:45 p.m.-2:00 p.m.—A & P Luncheon Meeting
2:15 p.m.-3:00 p.m.—"Agriculture is Not Just Farming"—Herrell DeGraff, Cornell University
3:00 p.m.-4:30 p.m.—Panel—Training for Related Agricultural Occupations
7:30 p.m.-9:30 p.m.—NVATA Final General Session

Thursday, August 14

8:00 a.m.-10:00 a.m.—Combined Agricultural Education Groups
10:00 a.m.-12:00 Noon — Creative Problem Solving
12:00 Noon-6:45 p.m.—Farm Visits and Barbecue at Chestnut Ridge Park

AGRICULTURAL FILM DIRECTORY

Here is your seventh agricultural film directory as prepared and published by Better Farming Methods. Each of these listed films has been checked with the company offering them just prior to publication of this directory. Therefore, these you find listed are currently available for your use. As far as we have been able to determine, these films are free with the possible exception of transportation costs.

Do not request any of these films from Better Farming Methods. Write directly to the companies whose complete addresses are given on page 52.

Keep this directory handy and available for easy reference throughout 1958-59. If you like it, let us know. If you have ideas on how it might be improved, we would appreciate that information, also.

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BEEF CATTLE

American Angus Assoc.

ON AMERICA'S ANGUS TRAILS (16 mm., sound, color, 22 min.). This film shows the use of Aberdeen-Angus in all sections of the country under varying climatic and range conditions.

MODERN BEEF CATTLE (16 mm., sound, color, 17 min.). This film illustrates the points to look for in the judging and selection of Aberdeen-Angus.

MR. BLACK, BUILDER OF BETTER BEEF (16 mm., sound, color, 15 min.). This film shows what good, registered Aberdeen-Angus bulls can do to upgrade the nation's beef cattle herds.

American Brahman Breeders Assoc.

AMERICAN BRAHMAN CATTLE (16 mm., sound, color, or b/w, 14 min., 1955). This film shows the introduction of Brahman ancestors to the U.S.; the development of the breed; economic characteristics of the cattle; and uses of Brahman in beef production, including crossbreeding.

American Cyanamid Co.

DESIGN FOR BETTER BEEF (16 mm., sound, color, 38 min.). This is a documentary film that shows how up-to-date feeding methods can reduce disease losses and produce healthier, more profitable cattle.

American Hereford Assoc.

THE HEREFORD HERITAGE (16 mm., sound, color, 28 min.). This film traces the growth of the Hereford breed from its birthplace in England to its present-day status as the nation's leading beef breed.

BEEF PRODUCTION—THE HEREFORD WAY (16 m., sound, color, 30 min.). This film covers registered herds, commercial outfits, and the "R. J." Hereford Royal Show held in Kansas City in the fall of 1948.

American National Cattlemen's Assoc.

ALL FLESH IS GRASS (16 mm., sound, color, 25 min.). This is the general story of the beef cattle industry.

LAND OF OUR FATHERS (16 mm.,

sound, color, 30 min., 1952). This film shows the efforts of cattlemen to build and maintain the grass.

COW BUSINESS (16 mm., sound, b/w, 14 min., 1954). This is the popular story of beef cattle production and marketing.

American Shorthorn Breeders' Assn.

MR. SHORTHORN, U.S.A. (16 mm., sound, color, 28 min., 1952). A grain farmer learns about the pure-bred beef cattle business.

Farm Film Foundation

MORE BEEF AT LESS COST (16 mm., sound, color, 10 min.). This film tells how to produce beef at lower cost through the use of antibiotics.

Chas. Pfizer & Co., Inc.

CORRALLING SHIPPING FEVER (16 mm., sound, color, 12 min.). Demonstrates how costly shipping fever can be prevented and controlled with high levels of Terramycin in the feed.

PROFITABLE BEEF PRODUCTION (35 mm., color, 12 min.). Important points to look for in judging or selecting Hereford or Black Angus feeder calves and value of modern beef supplements, plus conditioning feeds that prevent shipping fever.

Red Poll Cattle Club of America, Inc.

RED POLL (16 mm., sound, color, 19 min.). This film discusses and illustrates dual-purpose type and management.

Union Pacific Railroad

CATTLE COUNTRY (16 mm., sound, color, 25 min.). An up-to-date summary on the science of Western beef production.

COTTON

Dow Chemical Co.

ENEMY UNDERGROUND (16 mm., sound, color, 12 min., 1958). This film shows how Johnson grass can be controlled with the effective new chemical, Dowpon. (Distribution limited to cotton producing states.)

Modern Talking Picture Service

COTTON MEETS THE CHALLENGE (16 mm., sound, color, 27 min.). This film shows modern methods of planting and harvesting cotton. (International Harvester Co., Inc. Distribution limited to cotton producing states.)

National Cotton Council

COTTON—NATURE'S WONDER FIBER (16 mm., sound, color, 27½ min., 1958). The complete story of cotton from farm to mill and finished product.

Spencer Chemical Co.

SEVEN STEPS TO PROFITABLE COTTON (35 mm. slides, 46 slides). These slides feature steps to more profitable cotton production.

DAIRYING

American Cyanamid Co.

CONTROL OF MASTITIS (35 mm. filmstrip). This filmstrip shows the origin, prevention, and treatment of acute, subacute, and chronic mastitis.

American Guernsey Cattle Club

GOLDEN HERITAGE (16 mm., sound, color, 17 min., 1955). This film traces the progress of agriculture, particularly dairy cattle breeding, from Biblical times to the present day.

JUDGING DAIRY CATTLE (35 mm. filmstrip, color, single frame, 27 frames, 1948). This filmstrip is based on the order of observation of the Purebred Dairy Cattle Association Score Card and shows, part by part, the conformation desired in dairy cattle.

American Jersey Cattle Club

MORE PROFIT PER ACRE (16 mm., sound, color, 20 min., 1953). This film stresses the economic advantages of dairy farming and soil conservation practices afforded by this type of agriculture.

American Milking Shorthorn Society

THE MILKING SHORTHORN STORY (16 mm., sound, color, 12 min., 1953). This film tells the history of the breed, and how it fits into average farm operations.

Association Films, Inc.

THE MILKY WAY (16 mm., sound, color, 10 min.). The story of modern milk production from cow to doorway.

Maine Dept. of Agriculture

MAGIC MILK (16 mm., sound, color, 34 min.). A documentary film on dairying, including milk processing, in Maine.

Modern Talking Picture Service, Inc.

ADVENTURE IN DAIRYLAND (16 mm., sound, color, 28 min., 1957). This film tells the story of dairy farming. (American Dairy Assoc.)

THE NEW STORY OF MILK (16 mm., sound, color, 27 min.). This film tells the story of milk and the modern dairy industry. (Ex-Cell-O Corp.)

LABOR SAVING ON YOUR DAIRY FARM (16 mm., sound, b/w, 15 min., 1949). This film shows how a dairy farmer remodeled his farm with limited funds.

THE MILKY WAY (16 mm., sound, color, 15 min., 1952). The story of milk from farmer to consumer. (Milk Industry Foundation)

WHAT'S IN IT FOR ME? (16 mm., sound, color, 20 min.). This film shows good dairying on a modern, well-equipped farm.

THE PROBLEM OF BACTERIA IN MILK (16 mm., sound, color, 20 min.). This film explains the rudiments of milk bacteriology in non-technical language.

ONCE UPON A TIME THERE WAS A NEGLECTED MILKING MACHINE (35 mm. filmstrip, b/w, 10 min.). This filmstrip shows how cleaning and care of milking machines becomes a simple operation with the regular use of good methods and materials.

WHAT IS QUALITY MILK? (35 mm. filmstrip, b/w, 10 min.). This filmstrip shows why milk and cream need special attention to cleanliness, plus a series on the milking routine as done on an ordinary well-operated dairy farm in Wisconsin. (Pennsalt Chemical Corp.)

Portland Cement Assoc.

SAFEGUARDING THE MILK FOR MILLIONS (16 mm., sound, color, 29 min.). This film tells of the care taken by farmers and processors to make certain that milk and other dairy products are clean, of good flavor, and safe for use.

QUALITY MILK WITH LESS LABOR (16 mm., sound, color, 16 min.). This is the story of efficient milk production, including many time and labor-saving practices.

Universal Milking Machine Div.

DAIRYING WITH A FUTURE (16 mm., sound, color, 20 min., 1955). This film tells how to keep the boy on the farm with modern milking practices and labor-saving equipment.

FARM BUILDINGS

Aluminum Co. of America

BARN RAISING, U.S.A. (16 mm., sound, color, 20 min., 1954). This "on-the-scene" documentary film follows the construction of an aluminum pole-type barn.

American Zinc Institute, Inc.

ZINC CONTROLS CORROSION (16 mm., sound, color, 35 min., 1956). This is a colorful demonstration of the general mechanism of corrosion as well as how zinc controls it.

SELECTION AND APPLICATION OF GALVANIZED ROOFING AND SIDING (35 mm. filmstrip, b/w, single frame, 53 frames, 1957). This is a detailed explanation of what to consider when selecting roofing and siding.

HOW TO MAKE GALVANIZED ROOFS LAST LONGER (35 mm. filmstrip, color, single frame, 37 frames, 1956). This is a step by step demonstration of the best way to extend the life and improve the appearance of used metal roofs.

Association Films, Inc.

A PLACE IN THE SUN (16 mm., sound, color, 18 min., 1957). How a newly engaged farm youth convinces dad that their own poultry farm profits can be increased to support two families. (Libbey-Owens-Ford Glass Co.)

Dow Chemical Co.

FARM POLE BUILDINGS (16 mm., sound, color, 8 min., 1955). This film illustrates the important steps in pole-building construction.

TREAT WOOD RIGHT (16 mm., sound, color, 20 min., 1951). This film describes the importance of wood preservation in all types of structures.

James Mfg. Co.

POWER CHORING POULTRY HOUSE SLIDE STORY (35 mm. filmstrip, color, 71 frames). This is the complete story of power choring poultry houses.

POLE-TYPE BROILER HOUSE SLIDE STORY (35 mm., color, 30 slides). This illustrates efficient, yet low-cost type of broiler housing.

Johns-Manville Sales Corp.

THE FARMER LOOKS AHEAD (16 mm., sound, color, 30 min., 1947). This film shows how modern farm buildings influence the farmer's production and profits.

Koppers Co., Inc.

WOOD AT WORK (16 mm., sound, color, 27 min., 1955). This is the story of how creosote-treated wood conserves America's forest resources with emphasis on its use in farm construction advantages.

Masonite Corp.

ON THE PRACTICAL SIDE (16 mm., sound, color, 15 min., 1958). This film shows how to remodel and construct new, economical farm buildings with Masonite all-purpose Farm Board.

Portland Cement Assoc.

BUILD WITH CONCRETE MASONRY (16 mm., sound, color, 19 min.). This film shows, step-by-step, how foundations are placed, how blocks are laid for the walls, how window and door frames are set, and how roof plates are attached.

For complete mailing address of companies listing films in this directory turn to page 52.

Rilco Laminated Products, Inc.

WORKING WONDERS WITH WOOD (16 mm., sound, color, 18 min., 1958). This film shows the step-by-step manufacture of glued laminated wood structural members and their applications to farm buildings and other constructions.

U. S. Steel Corp.

BARNS FOR BETTER DAIRYING (16 mm., sound, color, 28 min.). A documentary film on 10 years of carefully controlled scientific research to make the job of the milk producer easier and more profitable.

STEEL BUILDINGS FOR BETTER FARMING (16 mm., sound, color, 28 min.). This film shows the farmer how he can use prefabricated steel farm buildings for more efficient farm storage and housing needs.

Venard Organization

THE ROPP FARM STORY (16 mm., sound, color, 15 min., 1950). This is a true story of the remodeling of old buildings on the farm of Clarence Ropp. (Asbestos-Cement Products Assoc.)

FARM CROPS

American Potash Institute

THE PLANT SPEAKS THROUGH DEFICIENCY SYMPTOMS (16 mm., sound, color, 25 min., 1949). This film shows soil depletion, erosion, and the results of losses of plant food to crops.

THE PLANT SPEAKS, SOIL TESTS TELL US WHY (16 mm., sound, color, 10 min., 1949). This film depicts where and how to take soil samples on the farm and explains the value of such.

THE PLANT SPEAKS THROUGH TISSUE TESTS (16 mm., sound, color, 14 min., 1949). This film explains the value of tissue testing and shows the procedure for testing corn tissues in the field with the Purdue University test kit.

THE PLANT SPEAKS THRU LEAF ANALYSIS (16 mm., sound, color, 18 min.,

1949). This film explains the value of plant leaves in crop production.

Association Films, Inc.

KING WHO CAME TO BREAKFAST (16 mm., sound, color, 15 min.). Marionettes enact the story of wheat.

DeKalb Agricultural Assoc.

ACRES OF SORGHUM (16 mm., sound, color, 14 min.). This film covers the inbreeding, crossing, testing and production of hybrid grain sorghum.

ACRES OF GOLD (16 mm., sound, color, 20 min.). This film covers all phases of the development and processing of hybrid seed corn.

UNDER SUMMER SKIES (16 mm., sound, color, 15 min.). The many phases of inbreeding and crossing to get better hybrid seed corn are shown in this film.

THE STORY OF A KERNEL OF DEKALB CORN (35 mm. filmstrip, color). This filmstrip covers planting, detasseling, harvesting drying, grading and storage of seed corn.

HUNGER SIGNS IN CORN (35 mm. filmstrip, color). This filmstrip shows deficiency symptoms in corn from lack of proper soil nutrients.

CORN COLORS & COLOR MIXTURES (35 mm., filmstrip, color). This is a study in simple genetics.

SEXUAL REPRODUCTION IN PLANTS (35 mm. filmstrip, color). This tells about the male and female elements of farm crops and how they unite to produce the seed.

HIDDEN VALUES IN HYBRID CORN (35 mm. filmstrip, color). This filmstrip discusses the many extras that are placed in a kernel of hybrid corn.

THE CORN BORER, GANGSTER OF THE CORN FIELDS (35 mm. filmstrip, b/w). This filmstrip gives the origin, habits, and control of the European corn borer.

SORGHUM CULTURE (35 mm. filmstrip, color). This filmstrip shows the various farm operations in raising sorghum.

BEHIND THE SEED (35 mm. filmstrip, color). This filmstrip deals with the research, production, inspection, and processing of DeKalb Hybrid Sorghum Seed.

E. I. du Pont de Nemours & Co., Inc.

LOST HARVEST (16 mm., sound, color, 20 min.). An educational motion picture showing the need for controlling certain seed-borne and soil-borne diseases which cause heavy damage to crops every year.

Farm Film Foundation

BETTER SEED (16 mm., sound, color, 25 min.). This film shows the careful selection of "breeding" stock and the infinite pains necessary to provide a new and better variety of potato. (Available east of the Mississippi)

THE GREAT STORY OF CORN (16 mm., sound, color, 37 min., 1956). The story of corn from its origin down to the contribution of hybrids. (Funk Bros. Seed Co.)

Great Western Sugar Co.

THE GW STORY (16 mm., sound, color, 28 min., 1955). This film tells the story of the beet sugar industry.

Minneapolis Grain Exchange

GRAIN GRADING (35 mm. filmstrip, color, 20 frames, 1954). This is a description of grain grading factors.

Modern Talking Picture Service

THE STORY OF OATS AND OATMEAL (16 mm., sound, color, 26 min.). This film tells how the best strains of oats are developed, grown, and harvested, and shows how oatmeal is made. (Quaker Oats Co.)

National Plant Food Institute

MAKING THE MOST OF A MIRACLE (16 mm., sound, color, 27 min., 1954). This is the basic story of plant nutrition.

CASH IN ON CORN (16 mm., sound, color, 18 min., 1952). This film tells of producing top corn yields and profits.

Pfister Associated Growers, Inc.

MIRACLE OF CORN GROWTH (16 mm., sound, color, 22 min., 1948). This film shows actual growth of the corn seed both under the ground and on top.

STORY OF GENUINE PFISTER HYBRIDS (16 mm., sound, color, 22 min., 1953). This is the story of the hybrid seed corn from its development to the bag.

PICK THE WINNER (16 mm., sound, color, 12 min., 1954). This film shows what to look for when selecting corn for show purposes.

BUYING YOUR SEED CORN (16 mm., sound, color, 12 min., 1956). This film gives the important considerations to be made when purchasing hybrid seed corn.

CORN SILAGE: THE IDEAL FEED (16 mm., sound, color, 12 min., 1956). This film covers the use of corn as a silage hybrid on the farm.

PLANTING YOUR SEED CORN (16 mm., sound, color, 12 min., 1956). This film covers the important points of accurately planting seed corn.

CHECKING YOUR CORN YIELD (16 mm., sound, color, 12 min., 1953). This film shows the actual mechanics of making a yield check of corn.

Pioneer Hi-Bred Corn Co.

SCIENCE IN THE CORN ROWS (16 mm., sound, color, 15 min., 1951). A story about the breeding of Pioneer hybrid seed corn.

Santa Fe Railway

WHEAT—ITS GROWTH, TRANSPORTATION, AND MARKETING (16 mm., sound, color, 28 min., 1955). The film documents the history of wheat from planting to shipping to market.

Spencer Chemical Co.

FIVE TESTED STEPS TO MAXIMUM PROFIT CORN (35 mm. slides, 50 slides). These slides give important steps to more efficient corn growing.

Union Pacific Railroad

POTATOES UNLIMITED (16 mm., sound, color, 30 min.). This film gives practical ideas on the growing, handling, and transportation of commercial and certified seed potatoes.

WHEAT SMUT CONTROL (16 mm., sound, color, 10 min.). This film gives the proper steps to follow in controlling smut in wheat.

FRESH FROM THE WEST (16 mm., sound, color, 25 min.). This is the story of western grown fresh vegetables from production to marketing and use.

FARM FENCING

Danuser Machine Co.

DIG HOLES SITTING DOWN (16 mm., sound, color, 20 min., 1952). This film outlines the modern mechanical method of digging holes.

Dow Chemical Co.

TREATED FENCE POSTS (16 mm., sound, color, 7 min., 1954). This film gives useful information about pressure treated fence posts and the pressure-treated method of preserving wood.

Farm Film Foundation

LET'S BUILD A FENCE (16 mm., sound, b/w, 16 min.). This film shows modern fence construction from past methods to latest techniques.

Keystone Steel & Wire Co.

MODERN FENCE BUILDING (16 mm., sound, b/w, 16 min.). This film illustrates step by step the correct methods of properly erecting various styles of farm fence.

Modern Talking Picture Service

THE MOST IN POSTS (16 mm., sound, color, 20 min.). This humorous film describes the fight on termites and wood rot in fence posts and farm structures. (Monsanto Chemical Co.)

U. S. Steel Corp.

DAN TABER'S LEDGER (16 mm., sound, color, 27 min.). This film was produced to help farmers plan an efficient, long-lasting and yet economical fence program for farm or ranch operation.

Venard Organization

MODERN FENCE BUILDING (16 mm., sound, b/w, 17 min.). This film shows fence building from the removal of old posts to a finished fence.

THE SHADOW OF A PIONEER (16 mm., sound, b/w, 14 min.). This is the story of a pioneer farmer who made the first woven wire fence and the factory which has de-

NASCO news

TIPS FOR BETTER TEACHING

Time for Textbook Inventory

Whether you use texts, or a variety of reference books and pamphlets for individual study, now is the time to plan for your fall needs.

Here are a few late titles you'll want when school begins in September. "Marketing Farm Products" by Shepherd, "Farm Crop Production" by Wilson and Myers, and "Managing The Farm Business" by Beneke.

Use A Flashlight Pointer

A flashlight pointer is convenient in calling attention to certain features of a slide or movie on the screen. The NASCO pointer is a self-contained unit operated by three standard flashlight batteries. You can focus a large or a small spot on the screen from any distance in the classroom.

A spot of light is better in getting attention than the old traditional wooden pointer.

Record Your Home Visits On Tape

When you visit a 4-H or FFA member this summer, record part of your interview on tape. It will be excellent teaching material next fall. Ask him questions about what practices he is following, what the expenses are, what changes he would recommend to others, and interesting things he has learned.

Get three or four rolls of magnetic recording tape just for your summer visits. If your office doesn't already have a tape recorder, NASCO can supply you with one that will fit your budget.

Correct Focal Length Important

With your 2 x 2 slide projector at the back of the room, you should be able to fill the screen at the front. This is based on the assumption that the screen width is one-sixth the distance to the projector.

If the image is too large or too small, a different focal length lens will correct your difficulty. Most projectors come equipped with a five-inch lens. A shorter one will give you a larger image on the screen. A long lens will produce a small picture. Lenses are available from NASCO.

Letter Size On Posters

How high should the letters on a poster be? A general rule says that they should be one inch in height for every 25-30 feet to the farthest viewer. Width and style of letter also affects its readability, of course.

You can get cutout letters in all sizes from NASCO. A complete line of lettering pens and poster materials is also available.

New NASCO Catalog No. 45 is ready for mailing. Write for your free copy.

NASCO FORT ATKINSON WISCONSIN

veloped to produce modern fence. (Keystone Steel & Wire Co.)

FARM MACHINERY

Association Films

OPERATION HOURGLASS (16 mm., sound, color, 28 min.). This is an account of how the problem of dust in diesel engines was solved.

Bureau of Mines

STORY OF THE SPARK PLUG (16 mm., sound, b/w, 21 min.). This film shows the uses of spark plugs in various combustion engines, operation of ordinary four-cycle engine, and theory of operation of spark plugs.

J. I. Case Co.

WHEN STEAM WAS KING (16 mm., sound, color, 27 min., 1955). This film shows the romance and excitement of the steam age.

PAGEANT OF PROGRESS (16 mm., sound, color, 22 min., 1948). This film presents the history-making plows, threshing machines, and tractors of the past.

MODERN FARM MACHINES BRING BACK THE RANGE (16 mm., sound, color, 20 min.). This film illustrates the proper use of equipment in breaking the land, seeding, combining grass crops for seed, and the results of proper management and range improvement practices.

WATER SPREADING (16 mm., sound, color, 10 min.). This film describes the construction of water spreading dikes with farm tractor and plow.

For complete mailing address of companies listing films in this directory turn to page 52.

Farm Film Foundation

HOLD YOUR HORSES (16 mm., sound, color, 22 min.). The workings of a tractor's cooling system are diagnosed.

The Farmhand Co.

JOE'S LITTLE ACRE (16 mm., sound, color, 32 min., 1955). This is the story of mechanical materials-handling on the farm.

Ford Motor Co.

HYDRAULIC POWER (16 mm., sound, color, 17 min., 1956). This film shows how a modern farm tractor helps advance the sciences of agriculture through ingenious utilization of hydraulic power.

CASE OF THE MISSING HORSES (16 mm., sound, color, 10 min., 1957). This film solves the case of "missing horses" that result from normal wear and tear and poor maintenance.

Fox River Tractor Co.

GREEN FEEDING (16 mm., sound, color, 20 min., 1952). This film shows the latest methods of feeding cattle in feed yards and putting up grass silage in upright and trench silos and in stacks.

Gehl Bros. Mfg. Co.

HARVESTING AND HANDLING FORAGE CROPS (16 mm., sound, color, 30 min., 1957). This film describes modern forage handling operations, types of storage, and ensiling of various crops using latest equipment.

Goodyear Tire & Rubber Co.

LAND OF PLENTY (16 mm., sound, color, 27 min., 1956). This film shows the progress which has been made in American farm mechanization.

Heil Co.

GREEN GOLD—THE STORY OF DEHYDRATION (16 mm., sound, color, 16 min., 1955). This film describes the processing by dehydration of forage crops, with emphasis on Heil equipment for the process.

James Mfg. Co.

PUSH BUTTON CHORE TIME (16 mm., sound, color, 22 min., 1951). This film shows shuttle-stroke barn cleaning.

BARN CLEANER SLIDE STORY (35 mm., color, 68 slides). This is the story of mechanized barn cleaning.

CATTLE FEEDING SLIDE STORY (35 mm., color, 72 slides). This is the story of mechanized cattle feeding.

Modern Talking Picture Service

ROMANCE OF THE REAPER (35 mm., sound, b/w, 27 min.). In an entertaining manner, this historical film relates the story of the invention of the McCormick reaper in 1831 and the following development of grain harvesting machines up to recent times. (International Harvester Co.)

FARM SHOP

Association Films, Inc.

FLEXIBILITY IN WOODWORKING (16 mm., sound, b/w, 25 min.). This film shows how to use the radial saw and the various types of cuts it can make.

WELDING COMES TO THE FARM (16 mm., sound, b/w, 24 min.). A county agent shows a meeting of farmers various uses of arc welding.

Bureau of Mines

THE STORY OF ARC WELDING (16 mm., sound, color, 24 min.). This film shows the advantages, uses, and techniques of arc welding.

HOW TO WELD ALUMINUM—TORCH WELDING (16 mm., sound, b/w, 17 min.). This film shows actual welding operations and examples of torch welding.

HOW TO WELD ALUMINUM—RESISTANCE WELDING (16 mm., sound, b/w, 12 min.). This film shows correct welding practices and samples of sound welds.

The OXY-ACETYLENE FLAME — MASTER OF METALS (16 mm., sound, color, 19 min.). This film narrates, by aid of picture and animation, the story of oxy-acetylene welding and cutting.

Champion Spark Plug Co.

SPARK PLUG SERVICING (35 mm., b/w, single frame, 84 frames, 1954). This film shows how to remove, check, clean, and install spark plugs.

Eutectic Welding Alloys Corp.

NEW WELDING PROCEDURES (16 mm., sound, color, 19 min., 1954). This film describes the basic ideas behind modern welding procedures and demonstrates in full detail the step-by-step solution to common welding problems.

South Bend Lathe Works

THE METALWORKING LATHE (16 mm., sound, color, 20 min.). This film familiarizes the student with the standard back-geared screw-cutting lathe.

PLAIN TURNING (16 mm., sound, color, 20 min.). This film clearly describes all operations involved in the machining of a shaft held between the lathe centers, plus many basic procedures encountered in all lathe work.

GRINDING AND USE OF BASIC LATHE TOOL CUTTER BITS (16 mm., sound, color, 20 min.). This film shows how to grind cutter bits for various lathe operations.

FEEDS

American Cyanamid Co.

FORMULA FOR PROFIT (16 mm., sound, color, 22 min.). This film shows why it is more profitable for farmers to use formula feeds that contain Aureomycin Chlortetracycline for their poultry and livestock.

GOLDEN GAINS (35 mm. filmstrip, color, 15 min.). This filmstrip shows how suppression of sub-clinical disease from the use of Aureomycin brings faster gains with greater feed economy.

Armour and Co.

FEEDS, FACTS, AND THE FUTURE (16 mm., sound, color, 30 min., 1957). This film shows how Dynafac promotes growth and cuts feeding costs.

Cargill, Inc.

LIFE FROM THE LAND (16 mm., sound, color, 26 min., 1957). The film illustrates the movement of grain from the producer through the marketing procedure to the processor.

Co-op Publishing Assoc.

BALANCED FEEDING (16 mm., sound, color, 20 min.). This film tells how the feeds affect the yield of the farmer's herd or flock.

E. I. du Pont de Nemours & Co., Inc.

THE NEW STORY OF PHENOTHIAZINE (16 mm., sound, color, 20 min.). This film shows the method of feeding Phenothiazine in the daily ration to remove worms and prevent build-ups of parasites in livestock.

Farm Film Foundation

THE QUEST (16 mm., sound, b/w, 9 min.). This film shows a trip to the experimental farm and through the laboratories of one of our largest pharmaceutical companies. Scientists experimenting with feed formula is the theme.

SCIENCE COMES TO THE FARM IN A FEED BAG (16 mm., sound, color, 17 min.). This film shows work being done to increase feed efficiency plus a trip to a large commercial laboratory.

General Mills, Inc.

FACT FARM, U.S.A. (16 mm., sound, color, 25 min., 1958). This film tells how General Mills and its scientists at the Larro Research Farm help the farmer meet the challenge of these changing times.

Martin Sales Co.

WHEN THE CAT'S AWAY (35 mm. filmstrip, b/w, single frame, 122 frames). This filmstrip shows modern methods of grain storage.

Modern Talking Picture Service, Inc.

GROWTH OF A NATION (16 mm., sound, b/w, 33 min., 1951). This film shows the historical role of the feed industry in more economical production of livestock and poultry. (American Feed Mfgs. Assoc.)

THE BEEF MAKER (16 mm., sound, color, 13 min.). This is the story of Stilbosol, a new hormone-rich feed for beef cattle. (Eli Lilly and Co.)

New Holland Machine Co.

A STORY FOR THE EDITOR (16 mm., sound, color, 22 min., 1957). A reporter starts out across the country looking for new facts about silage.

Philip R. Park, Inc.

SEA POWER (16 mm., sound, color, 30 min., 1947). This film shows how nature's feed nutrients are recovered from the sea and made available for livestock nutrition.

Chas. Pfizer & Co., Inc.

HIGH LEVEL FEEDS (35 mm., filmstrip, color, 12 min.). This filmstrip tells how good feeds that contain high levels of terramycin fight disease and improve livestock and poultry production on the farm.

Portland Cement Assoc.

BETTER FARMING WITH SILOS AND SILAGE (16 mm., sound, color, 12½ min.). This film shows the major advantages of making and using silage.

A. O. Smith Corp.

SEALED MAGIC (16 mm., sound, color, 25 min., 1955). This film shows the use of the Harvestore.

EXPANDING ACRES (16 mm., sound, color, 20 min., 1956). This is a case history of a man who bought four Harvestores instead of 80 acres and why he did it.

Standard Brands, Inc.

THE STORY OF FLEISCHMANN'S IRRADIATED DRY YEAST (16 mm., sound, b/w, 25 min.). This film presents the historical background of vitamin D, the need by livestock and an interesting trip through the plant to see how irradiated yeast is made.

FERTILIZERS

American Potash Institute, Inc.

BORAX FROM DESERT TO FARM (16 mm., sound, color, 25 min., 1947). This film shows scenes in the California desert where borax is found and produced and discusses the importance of boron in agriculture.

Dow Chemical Co.

PRIMER FOR PROFESSIONALS (16 mm., sound, color, 19 min., 1957). This film

FARM-BUILT MOWER FOR HARD-TO-REACH SPOTS

THIS homemade rotary mower was constructed from discarded pieces of machinery by Ed Baldwin (right), who farms near Little Sioux, Iowa. A real labor and time saver, it mows ditches and other spots that can't be handled by ordinary mowers with cutter bars.

Texaco Distributor Joe Stangel supplies Texaco products and neighborly on-time deliveries to Mr. Baldwin, who finds that Texaco Fire Chief gasoline delivers superior fire-power for low cost operation. He agrees, with farmers everywhere, *it pays to farm with Texaco products.*

JERRY SHEFFELS, son of Lou Sheffels of Wilbur, Wash., talks with Texaco Consignee J. G. Stephenson. Texaco Marfak is the preferred lubricant here, because Marfak won't drip out, wash out, dry out or cake up—protects bearings against harmful dirt and grit.

JOHN H. O'NEIL of the Cheshire Oil Co., Texaco Distributors, Keene, N. H., talks about Advanced Custom-Made Havoline Motor Oil with Ann Edwards, daughter of M. A. Edwards. Havoline is their choice, because it wear-proofs tractor and truck engines for longer life.

IN ALL 48 STATES—you'll find Texaco Dealers with top-octane Texaco Sky Chief Su-preme gasoline, supercharged with Petrox, for maximum power... and famous Texaco Fire Chief gasoline at *regular* price—Havoline Motor Oil, Marfak lubricant, and other fine Texaco products.

On farm and highway it pays to use

TEXACO PRODUCTS

Texaco Products are also distributed in Canada, Latin America, and Africa.

THE TEXAS COMPANY

covers the subject of anhydrous ammonia as the most efficient and economical source of nitrogen fertilizer.

Farm Film Foundation

HOW TO USE NITROGEN SOLUTIONS (16 mm., sound, color, 14 min.). This film gives techniques for applying nitrogen solutions to soil.

MAN AGAINST HUNGER (16 mm., sound, color, 14 min.). This is the story of man's struggle, from earliest times to the present, to produce the food essential to his existence.

MODERN SOIL BUILDERS (16 mm., sound, color, 12 min.). This film covers the farm front as far as modern farming methods are concerned.

National Plant Food Institute

WHAT'S IN THE BAG (16 mm., sound, color). This film describes how plant foods are produced and their functions in plant growth.

Spencer Chemical Co.

GEORGE TACKLES THE LAND (16 mm., sound, color, 27 min.). An entertaining film combining humor with fertilizer education.

THE STORY BEHIND MIXED FERTILIZER (35 mm. slides, 58 slides). These slides show how nitrogen, phosphorus, and potash are supplied for mixed fertilizer and how mixed fertilizers are manufactured.

U. S. Gypsum Co.

THE USE OF GYPSUM IN AGRICULTURE (35 mm. filmstrip, color, single frame, 68 frames, 1953). This filmstrip discusses the eight major accepted uses for agricultural gypsum.

FORESTRY

American Forest Products Industries, Inc.

FROM TREES TO LUMBER (16 mm., sound, b/w, 14 min.). This is the story of how modern wood-using industries grow and harvest trees and process them into lumber, plywood, and other products.

HOW PAPER IS MADE FROM WOOD (16 mm., sound, b/w, 12½ min.). This film shows modern-day forest management methods and fascinating pulpmill processes which turn wood into paper.

IT'S A TREE COUNTRY (16 mm., sound, b/w, 14 min.). This film gives an objective account of the advances in forest fire prevention, tree farming, research and utilization wood-using industries and timberland owners are making around the U.S.

Farm Film Foundation

CHAIN SAWS TURN TREES INTO MONEY (16 mm., sound, b/w, 30 min.). A detailed, instructive picture on the use of the chain saw in forestry.

NEW PAUL BUNYAN (16 mm., sound, color, 25 min.). Across the screen rolls the exciting saga of America's Forest Products Industry . . . a lesson in tree farming.

Film Service Laboratories, Inc.

(These are Southern Pulpwood Conservation Assoc. films and are available only in the Southeast.)

WOODS AND A WAY (16 mm., sound, color, 30 min.). This film shows how an average small farmer solves his economic problems through the correct use of his woods.

LONNIE'S NEW CROP (16 mm., sound, color, 11 min.). This film tells how a boy, after helping a neighbor thin some pines, becomes interested in forestry and goes on to own a plantation of his own. (Also available in 35 mm., b/w filmstrip.)

FIRE CALL (16 mm., sound, color, 15 min.). After establishing need for fire control in the South, the film contrasts individual efforts to those of an organized unit.

BIRTH OF A SOUTHERN PINE (16 mm., sound, color, 15 min.). This is the story of seedlings from fertilization of the female flower to bundling of seedlings for shipment.

WHEN A FELLOW NEEDS A FORESTER (16 mm., sound, color, 23 min.). This film demonstrates forest management practices necessary to assure full tree growth on every forest acre.

PAPER AND I (16 mm., sound, color or b/w, 13½ min.). This film stresses the dependence of people on paper products.

Ideal Pictures, Inc.

THE FOREVER LIVING FORESTS (16 mm., sound, color, 27 min.). This is the dramatic story of the California Redwood. (California Redwood Assoc.)

Modern Talking Picture Service, Inc.

HELPING AMERICA DELIVER THE GOODS (16 mm., sound, color, 25 min.). This film shows processes in the Cooperage industry from the felling of the tree to the filling of the barrel.

THE CONTAINER ON WHEELS (16 mm., sound, color, 25 min.). This film shows the uses of wooden barrels. (Associated Cooperage Industries of America, Inc.)

DEEP ROOTS (16 mm., sound, color, 39 min., 1953). This is the story of a farm family's struggle for survival and how our forest resources are being safeguarded for our future. (Champion Paper & Fibre Co.)

IN PARTNERSHIP WITH NATURE (16 mm., sound, color, 33 min.). This is the story of forest management and conservation and the wood pulp paper industry. (International Paper Co.)

FORESTS FOR THE FUTURE (16 mm., sound, color, 28 min.). This is the story of forest conservation, and the responsibilities of modern, scientific tree farmers and lumbermen. (Crown Zellerbach Corp.)

Southern Pine Assoc.

SOUND OF AMERICA (16 mm., sound, color, 27 min., 1951). This film shows what's behind the growing of trees and the manufacture of lumber.

Western Pine Assoc.

THE BOUNTY OF THE FOREST (16 mm., sound, color, 28 min.). A documentary of the growth, harvest, manufacture, and utilization of all species of lumber produced on a commercial scale in the Western Pine region.

Weyerhaeuser Sales Co.

PROMISE OF THE TREES (16 mm., sound, color, 27 min., 1954). This film shows the conversion of forest products to lumber, plywood, pulp, and paper.

GREEN HARVEST (16 mm., sound, color, 29 min., 1948). This film emphasizes the conservation of forests through scientific management, planning, and research.

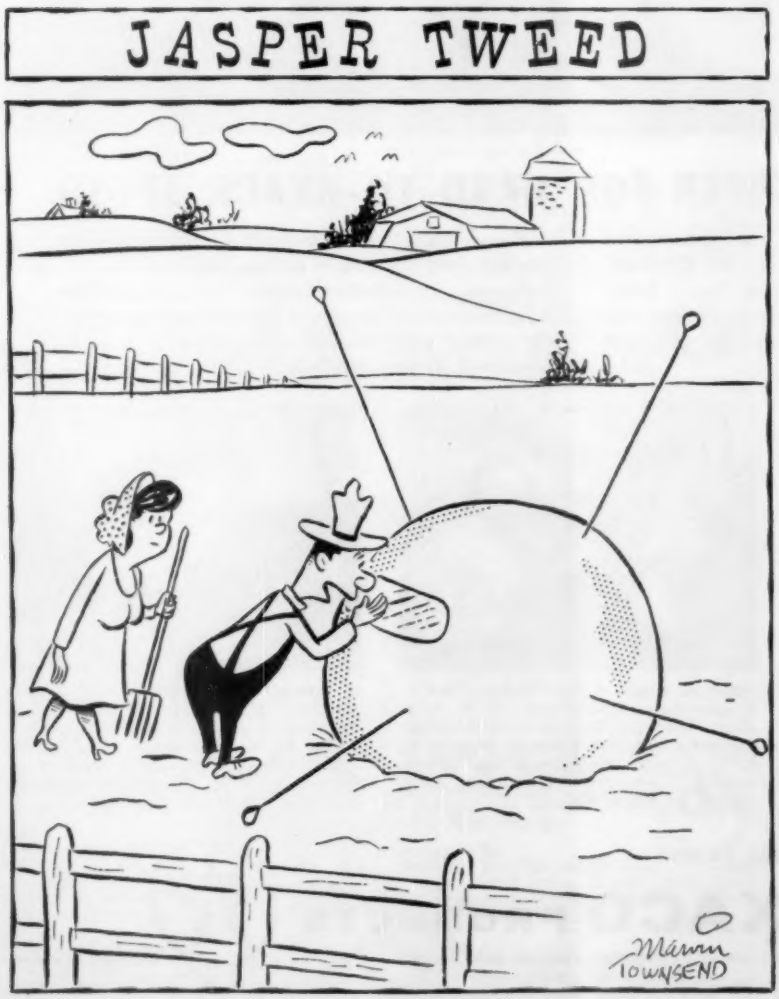
4-H—EXTENSION

Association Films, Inc.

NATIONAL 4-H CLUB CONGRESS (16 mm., sound, b/w, 29 min.). This is a tribute to the 4-H at their 34th annual convention.

General Motors Corp.

SAFETY, OUR NO. ONE CROP (16 mm., sound, b/w, 22 min., 1947). This is a film



"IT MUST BE ONE OF OURS, THERE'S NO DOG IN IT."

about the 4-H club safety program with suggestions for reducing farm accidents.

Venard Organization

4-H HERE AND THERE (16 mm., sound, color, 13½ min., 1956). This is the story of 4-H in action. (Funk Bros. Seed Co.)

4-H HEADLINES (16 mm., sound, b/w, 27½ min.). A reporter interviews 4-H club members in many states, attends the Michigan State 4-H Fair, 4-H Club Congress, and decides to be a farmer himself. (New Idea Farm Equip. Co.)

THE COUNTY AGRICULTURAL AGENT (16 mm., sound, color, 14 min.). A dramatized portrayal of the events in the life of a typical county agricultural agent.

SOMETHING TO CROW ABOUT (16 mm., sound, color, 14½ min.). This film is on 4-H poultry projects and what they mean to boys and girls.

THE FIFTH H (16 mm., sound, color, 43 min.). This is a dramatic film story of 4-H home improvement.

FFA—VO-AG

Association Films, Inc.

FUTURE FARMERS OF AMERICA SILVER ANNIVERSARY (16 mm., sound, b/w, 29 min.). This film shows the rousing 25th anniversary salute to farm youth.

Farm Film Foundation

HERE AND THERE WITH FFA (16 mm., sound, color, 17 min.). This excellent picture tells the story of the Future Farmers of America.

General Motors Corp.

FARMER OF TOMORROW (16 mm., sound, color, 26 min., 1952). This is a true-to-life story about successful farm management featuring the FFA.

Venard Organization

THE VO-AG TEACHER (16 mm., sound, b/w, 14 min.). A true story of the part one vo-ag teacher plays in the affairs of a typical midwestern community.

THAT INSPIRING TASK (16 mm., sound, b/w, 26 min.). A public relations film for FFA showing accomplishments of vocational agriculture in many areas.

GRASSES AND LEGUMES

Allied Chemical & Dye Corp.

GREEN PASTURES (35 mm. filmstrip, color, single frame, 93 frames, 1956). The complete story of grassland farming.

Allis-Chalmers Mfg. Co.

TAKING THE PASTURE TO THE COWS (16 mm., sound, color, 12 min.). This film shows examples of various cattle raisers in the U.S. and their methods of utilizing forage for direct feeding during the growing period of legumes.

American Potash Institute, Inc.

IN THE CLOVER (16 mm., sound, color, 22 min., 1942). This film depicts the value, uses, culture, and fertilizer requirements of ladino clover in North American agriculture.

J. I. Case Co.

ONE EQUALS FOUR (16 mm., sound, color, 22 min., 1952). This is a treatise on modern management methods for permanent pasture lands.

STORAGE CURING OF BALED HAY (16 mm., sound, color, 15 min., 1951). This film describes steps to follow in final curing of baled hay in storage.

CHOP THE CROP (16 mm., sound, color, 15 min.). This is the story of handling forage by field chopping.

HARVESTING SEEDS OF PLENTY (16 mm., sound, color, 10 min.). This film describes the importance of new grassland farming which involves the production of seeds from a variety of legume and grass crops.

Farm Film Foundation

THE ALFALFA STORY (16 mm., sound, color, 30 min.). This film includes the history of alfalfa, present research projects, insect and disease control, uses and some very clever devices for handling.

Martin Sales Co.

GREEN GOLD (16 mm., sound, color, 18 min.). This is the story of better farming through modern methods of raising, harvesting, and storing hay.

Modern Talking Picture Service, Inc.

GREEN GOLD (16 mm., sound, color, 29 min.). This film tells how grass farming pays off quickly through both livestock feed and enriched soils. (Republic Steel Corp.)

National Plant Food Institute

THE GRASSLANDS MIRACLE (16 mm., sound, color, 11 min., 1951). This film is designed to stimulate interest in grassland farming.

New Holland Machine Co.

GREEN PROMISE (16 mm., sound, color, 29 min., 1951). This is the story of grassland farming and how grass revolutionized American agriculture.

GRASSLAND NEWSREEL (16 mm., sound, color, 18 min., 1955). Stories of the new things happening on today's farms.

For complete mailing address of companies listing films in this directory turn to page 52.

WHO CARES ABOUT THE WEATHER (16 mm., sound, color, 17 min., 1957). This is good, how-to information on quality haymaking, nicely mixed with a tale about haying weather.

HAY-IN-A-DAY (16 mm., sound, color, 28 min., 1958). The all-new story of haying's newest, most exciting development . . . how to make top quality hay in as little as a day.

Nitragin Co., Inc.

SLIDE SET ON LEGUME INOCULATION (10 color slides. One week loan at no charge or may be purchased for $2.)

Spencer Chemical Co.

THE ROAD TO PASTURE PROFITS (35 mm. slides, 39 slides). These slides illustrate the importance of pasture improvement, types of pastures, and management and utilization.

BETTER PASTURES FOR THE SOUTHEAST (35 mm. slides, 50 slides). These slides emphasize the improvement of pasture in the southeastern states.

Standard Brands, Inc.

MAKING GRASS SILAGE (16 mm., sound, color, 24 min.). This is the story of grass silage making from field to silo and the various factors involved in making good silage.

Turf Research Foundation

MERION BLUEGRASS—ITS DISCOVERY AND DEVELOPMENT (16 mm., sound, color, 12 min.). This film traces the discovery of new Merion Bluegrass on the 17th tee of the Merion Golf Club, Ardmore, Pa., to its present day use.

Union Pacific Railroad

BLADES OF GREEN (16 mm., sound, color, 15 min.). This picture was filmed to show how grass is used in our daily lives.

Guy L. Noble Retires

Guy L. Noble Norman C. Mindrum

Guy L. Noble, managing director of the National Committee on Boys and Girls Club Work retired on May 1 after 36 years of continuous service.

Norman C. Mindrum, Executive Director of the National 4-H Club Foundation, Washington, D.C., for the past five years, has succeeded Noble.

HOGS

American Cyanamid Co.

HOG CHOLERA CONTROL — THE STORY OF ROVAC (16 mm., sound, color, 21 min.). This film discusses the highlights of hog cholera control using Rovac.

NEW ROADS TO LOWER HOG COSTS (35 mm. filmstrip, color, 10 min.). This filmstrip gives specific recommendations for hog antibiotic feeding according to body weights.

Anchor Serum Co.

THE TRUE STORY OF HOG CHOLERA (16 mm., sound, color, 20 min.). This film shows the causes, symptoms, and prevention of hog cholera.

THE EXTRA PIG (16 mm., sound, color, 15 min.). A picturesque film describing causes, symptoms, and prevention of swine erysipelas.

PREVENTION FOR PROFIT (16 mm., sound, color, 19½ min.). A combination film on hog cholera and swine erysipelas showing causes, symptoms, and preventive measures for these daily diseases.

Armour & Co.

WE ALL HAVE A STAKE IN MEAT-TYPE HOGS (35 mm. sound slidefilm, color, single frame, 58 frames, 21 min., 1958). This slidefilm shows the selection of breeding stock and market hogs, swine evaluation stations, training of buyers, and some comparisons of carcasses.

Farm Film Foundation

LIFE CYCLE HOUSING FOR HOGS (16 mm., sound, color, 22 min., 1957). This film discusses problems of hog raising and tours an Iowa farm where latest life cycle housing is in operation. (Douglas Fir Plywood Assoc.)

INCREASED INCOME FROM HOGS (16 mm., sound, color, 10 min.). An expert presentation of the use of antibiotics in hog feeding.

VICTORY OVER SCOURS (16 mm., sound, color, 15 min.). This film deals with techniques for handling one of the worst curses of the industry.

General Mills, Inc.

THIS IS MY LIFE (35 mm. filmstrip, b/w, 58 frames, 1957). Featured in this film are management tips that help you feed hogs for profit.

Chas. Pfizer & Co., Inc.

HOW TO WEAN MORE PIGS (35 mm. filmstrip, color, sound, 12 min.). This filmstrip gives important management and feeding practices that help the feeder wean more pigs.

Portland Cement Assoc.

THREE MORE LITTLE PIGS GO TO MARKET (16 mm., sound, color, 21 min.). Through on-the-farm scenes, farmers are shown how concrete can help them to control the roundworm.

HOG SANITATION WITH CONCRETE (16 mm., sound, b/w, 5 min.). This motion picture describes the life cycle of the roundworm and shows how this parasite thrives on filth. It emphasizes the advantages of raising pigs under sanitary conditions.

Union Pacific Railroad

HOG SENSE (16 mm., sound, color, 25 min.). This film covers the most up-to-date methods known in the breeding, raising, and marketing of swine.

SAVING LITTLE PIGS (16 mm., sound,

color, 10 min.). This film shows practices that aid in saving pigs.

United Duroc Record Assoc.
PIG PROJECTS MAKE PROFITS (16 mm., sound, color, 14 min.). This is the "inside story" on bred gilt selection and management from the day she is bought until her pigs are shown at the fair.

INSECT CONTROL

Allied Chemical and Dye Corp.
PESTS OR PROFITS (35 mm. filmstrip, color, single frame, 85 frames, 1957). This filmstrip gives identification and control of orchard insects plus proper spraying techniques.

American Cyanamid Co.
PRELUDE TO PLENTY (16 mm., sound, color, 25 min.). This film shows the scientific approach to insect control with malathion.

Dow Chemical Co.
THIEF IN THE SOIL (16 mm., sound, color, 10 min., 1956). This film explains crop losses to soil-borne nematodes and their control with soil fumigation practices.

Fairfield Chemical Div.
BEATING THE WEEVIL (16 mm., sound, color, 20 min., 1955). This film gives a sanitation program for stored grain.

Sinclair Refining Co.
500,000 TO ONE (16 mm., sound, color, 25 min.). This is a farm movie on insect control.

IRRIGATION

Aluminum Co. of America
RIGHT AS RAIN (16 mm., sound, color, 1951). This film tells the story of aluminum portable sprinkler irrigation, and proves that supplemental irrigation will increase quality and quantity of any crop.

W. R. Ames Co.
MODERN CONTROLLED IRRIGATION (16 mm., sound, color, 25 min., 1950). This film shows every phase of irrigation operating under all types of field conditions in a wide variety of row crops, pastures, and orchards.
FINGERTIP IRRIGATION CONTROL (35 mm. filmstrip, color, single frame, 63 frames, 1957). This filmstrip graphically illustrates proper furrow irrigation practices with plain and gated pipe.

Bureau of Reclamation
WATER IN THE WEST (16 mm., sound, b/w, 27 min., 1951). This film shows the transformation of the West through conservation and the use of water resources.
IRRIGATION PRACTICES (16 mm., sound, color, 28 min., 1956). This film shows the seven basic steps to good irrigation.

J. I. Case Co.
MORE FOOD FROM FEWER ACRES (16 mm., sound, color, 22 min.). This film describes the use of modern machinery and methods for greater food production on American farms—especially adapted to irrigation and other intensive farming regions.

The Farmhand Co.
LAND LEVELING FOR IRRIGATION (16 mm., sound, color, 15 min.). This is a demonstration film on a revolutionary type of land leveler, showing the machine at work in preparation of land for efficient irrigation and water and soil conservation.

Irrigation Equipment Co.
CONSERVATION IRRIGATION (16 mm., sound, color, 22 min., 1951). This film shows the technique, engineering, and installing of sprinkler irrigation systems.

Johns-Manville Sales Corp.
THE STORY OF IRRIGATION AND TRANSITE PIPE (16 mm., sound, color, 32 min., 1950). This film deals with methods of manufacture and the uses of Transite pipe, basic underground lines for all manner of irrigation lines.

Johnston Pump Co.
FLOWING PROFITS (16 mm., sound, color, 23 min., 1956). This story concerns a farmer relying on rain for crops when others have installed pumps for a reliable water source.

"You take those hens out of that cooler and put the eggs in after they are laid!"

National Plant Food Institute
WEATHER OR NOT (16 mm., sound, color, 21½ min., 1954). How sprinkler irrigation plus proper fertilization and other good farm management practices can boost farm profits in humid areas.

Portland Cement Assoc.
CONCRETE LININGS FOR FARM DITCHES (16 mm., sound, color, 13½ min.). This film describes how water for crops can be saved and how weed growth and erosion can be controlled in and along the edges of irrigation channels.

Union Pacific Railroad
THIRSTY ACRES (16 mm., sound, color, 25 min.). This is the story of how rich desert lands are made highly productive acres.

LIVESTOCK (GENERAL)

American Cyanamid Co.
SULMET SULFAMETHAZINE IN THE TREATMENT OF LIVESTOCK DISEASE (16 mm., sound, color, 22 min.). This film gives special attention to the major infectious diseases of horses, swine, sheep, beef cattle, and dairy cattle.

American Guernsey Cattle Club
MAN MADE MIRACLES (16 mm., sound, color, 29 min., 1948). This film shows how horses, dogs, and cattle have been developed through breeding, training, and nutrition to serve man's needs.

Farm Film Foundation
CORRALLING SHIPPING FEVER (16 mm., sound, color, 14 min.). This film tells the history of the disease, its symptoms, problems of diagnosis and treatment with antibiotics.

Chas. Pfizer & Co., Inc.
VICTORY OVER SCOURS (16 mm., sound, color, 13½ min.). This film describes how Terramycin fights scours, dysentery, infectious diarrhea, vibriosis, and other intestinal diseases.
THE QUEST (16 mm., sound, b/w, 8 min.). This film tells of the never-ending search for newer, more powerful, life-saving substances for poultry and livestock.
HOW TO JUDGE LIVESTOCK (35 mm. filmstrip, color, 12 min.). This filmstrip gives the important points to consider in judging hogs, laying hens, and dairy cows.

Portland Cement Assoc.
MEAT, MILK, AND MONEY WITH LIVESTOCK ON CONCRETE (16 mm., sound, color, 15 min.). This film describes how the disadvantages of dirt lots for beef cattle, hogs, and dairy animals can be overcome by constructing a paved lot.

Standard Brands, Inc.
RICKETS IN CALVES (16 mm., silent, b/w, 15 min.). This film is based on research done on vitamin D requirements of calves.

Venard Organization
AN OUNCE OF PREVENTION (16 mm., sound, color, 25 min.). This film shows ways and means of preventing the terrific loss from improper care and handling of livestock which levies a tax on every pound of meat produced by American Farmers.

LIVESTOCK MARKETING

American Stock Yards Assoc.
TODAY'S CHISHOLM TRAIL (16 mm., sound, color, 27 min., 1951). This is the history of the beef industry in the United States and the origin and development of public livestock markets.
THIS LITTLE PIG WENT TO MISSOURI (16 mm., sound, color, 27 min., 1953). This is the story of the marketing of swine through great public livestock markets.

Swift & Co.
A NATION'S MEAT (16 mm., sound, color, 27 min.). This film shows you where meat is produced and how it gets from the open range to the kitchen range.
WHO BUYS YOUR LIVESTOCK? (16 mm., sound, color, 9 min.). This film tells of the many sources of market information that may help producers sell their livestock at the time and place they think will be to their best advantage.
MEAT BUYING CUSTOMERS (16 mm., sound, color, 10 min.). This cartoon film shows the influences consumer preferences have on the price meat packers pay for livestock.

ORCHARDS—FRUITS

Maine Dept. of Agriculture
CLIMATE AND THE APPLE (16 mm., sound, color, 20 min.). A documentary type film on apple growing in the Pine Tree State.

Modern Talking Picture Service, Inc.
A FORTUNE IN TWO OLD TRUNKS (16 mm., sound, color, 30 min.). This film portrays the origin and development of fruit growing in the Santa Clara Valley of California. (Sunsweet)

Peach Board of Control
COLORADO PEACHES (16 mm., sound, color, 30 min., 1952). This film shows growing, harvesting, and shipping of Colorado peaches.

Rohm & Haas Co.
APPLE MILDEW (16 mm., sound, color, 13 min., 1957). This is the life history and control of apple powdery mildew.

Union Pacific Railroad
FRUITS OF A LIFETIME (16 mm., sound, color, 26 min.). This colorful film combines production, grading, and packaging of fruit with railroad transportation.

For complete mailing address of companies listing films in this directory turn to page 52.

POULTRY

American Cyanamid Co.
HIGH LEVEL PROFITS FOR BROILER RAISERS (16 mm., sound, color, 22 min.). This film demonstrates how "internal sanitation" with continuous high levels of Aureomycin Chlortetracycline in the feed is the practical, profitable way to fight disease.
INTESTINAL DISEASES IN POULTRY (16 mm., sound, color, 9 min.). This film demonstrates how the potential profit in the poultry industry can be lost by neg-

lecting such diseases as enteritis, coccidiosis, and worm infestations and methods of treating these conditions.

RESPIRATORY DISEASES IN POULTRY (16 mm., sound, color, 14 min.). The respiratory diseases which attack poultry are shown, as well as effective methods of preventing or controlling them.

TOM TURKEY—ALL AMERICAN (16 mm., sound, color, 12 min.). The most serious diseases which may affect the turkey industry are shown in this film as well as efficient methods of prevention and control.

ARE POULTRY LOSSES NECESSARY? (35 mm. filmstrip). This filmstrip outlines the principles of good poultry management, showing the products and methods for prevention and cure of many poultry diseases.

NEED TURKEYS DIE? (35 mm. filmstrip). This filmstrip stresses the economics of turkey production in terms of disease prevention and cure.

DeKalb Agricultural Assoc.

ACRES OF CAGES (16 mm., sound, color, 20 min.). This film shows feeding, housing, and management of caged layers.

ACRES OF CHIX (16 mm., sound, color, 20 min.). This film shows the many processes in the inbreeding and crossing of poultry.

BREEDING FOR BETTER CHICKENS (35 mm. filmstrip, color). This filmstrip goes into detail on the inbreeding, crossing, and testing used in the production of DeKalb Chix.

Vacations are easy to plan: The boss tells you when and the wife tells you where.

THE NEW CHICKEN (35 mm. filmstrip, color). This filmstrip shows methods used in the production of inbreds and crosses in poultry.

Farm Film Foundation

A NEW WAY TO GET MORE EGGS (16 mm., sound, color, 10½ min.). This film shows the part antibiotics play in mixed feeds for your laying flock.

EGG LAYERS—FROM JUNGLE FOWL TO HY-LINE (16 mm., sound, color, 26 min.). This is the colorful story of egg-laying birds of the jungle to the egg layers of the hen coop. (Hy-Line Poultry Farms)

Maine Dept. of Agriculture

BROILER STOCK (16 mm., sound, color, 10 min.). This film incorporates up-to-date statistics and picture sequences portraying the advantages of the Pine Tree State as a place to raise good poultry stock.

Merck & Co., Inc.

PROTECTION THAT PAYS OFF (35 mm. filmstrip, color, single frame, 52 frames, 1955). This filmstrip highlights in cartoon style the benefits of Nicarbazin, a most effective coccidiostat used for continuous preventive feeding.

IT'S IN THE BAG (35 mm. filmstrip, sound, color, single frame 79 frames, 1958). Semi-technical in nature, with emphasis on broiler and laying flocks, this is the story of Glycamide, the new, safer coccidiostat for chicks of all ages.

Modern Talking Picture Service, Inc.

NITROFURANS IN AGRICULTURE—PART I (16 mm. sound, b/w, 27 min., 1957). The treatment and prevention of poultry diseases with the new nitrofuran drugs are discussed in tremendously informative interviews with leading agricultural scientists.

NITROFURANS IN AGRICULTURE—PART II (16 mm., sound, b/w, 27 min., 1957). This film reports on research and field studies with the nitrofuran drugs and their effects on poultry health and productivity—in interviews with leading farm experts. (Either of these Hess & Clark, Inc. films can be shown without the other.)

Chas. Pfizer & Co., Inc.

HIGHER POULTRY PROFITS (16 mm., sound, color, 14 min.). This film shows the importance of Terramycin in high level feeds as a treatment for CRD and Blue Comb.

NEW WAY TO GET EXTRA EGGS (16 mm., sound, color, 12 min.). This film describes latest research findings on the use of Terramycin for extra eggs.

CONTROL OF CRD WITH ANTIBIOTICS (35 mm. filmstrip, color, sound, 12 min.). This filmstrip, tells the important story of how broad-spectrum antibiotics are the most successful antibiotics to help fight the poulry industry's No. 1 disease, CRD.

Union Pacific Railroad

CULLING CHICKS (16 mm., sound, color, 10 min.). This film shows how to select laying birds and eliminate poor producers from the flock.

RODENT CONTROL

American Cyanamid Co.

KILL 'EM WITH GAS (16 mm., sound, color, 12 min.). This film shows how to control rats with calcium cyanide and poison baits.

Wisconsin Alumni Research Foundation

WIN THE WAR AGAINST RATS AND MICE (35 mm. filmstrip, b/w, single frame). This filmstrip discusses the extent of damage caused by rodents and gives instruction on successful and proven methods of eliminating rodents by the use of Warfarin.

SAFETY

Bureau of Communication Research, Inc.

FIRE ON THE FARM (16 mm., sound, b/w or color, 12 min., 1953). This film shows how farm fire protection and preventions can be improved.

Gulf Oil Corp.

FARM TRACTOR SAFETY (16 mm., sound, color, 25 min.). This is a film which has been acclaimed for its treatment of this subject.

FARM PETROLEUM SAFETY (16 mm., sound, color, 30 min.). This film illustrates the misuse of petroleum.

Illinois Central Library of Audio-Visual Aids

LOOK, LISTEN, AND LIVE (16 mm., sound, color, 22 min.). This film dramatizes the importance of obeying railroad crossing signs and signals and depicts the many careless driving habits that have caused serious accidents at highway railroad grade crossings.

Nationwide Insurance

A CLOSED BOOK (16 mm., sound, b/w, 26 min., 1950). A small town doctor sets out to improve the attitudes of his neighbors toward all types of safety.

Portland Cement Assoc.

FIRE CISTERNS FOR THE FARM (16 mm., sound, color, 9½ min.). This film brings to the attention of rural audiences

Reprints

What is the Schain Test for butterfat? Did you know that butterfat can be determined by this simple test without any special complicated or acid-proof equipment? The answers on Schain Test are carried in an educational insert included in the June 1958 issue of Better Farming Methods. Ag leaders are invited to send for free copies of this four-page insert. Direct requests to: Merck & Co., Inc., Distributive Products Dept., Rahway, N.J.

Tree Talk

by

Will Rusch

To produce a fine healthy stand, you've planted the right trees in the right place, you've cared for them and protected them from insects and diseases, you've thinned and culled them. Now you have to get them to market, and here's where you can make a handsome profit — or lose money.

KNOW THE VALUE OF YOUR TREES. Usually, an owner either underestimates the value of his property and lets it go for less than it's worth, or he has a highly exaggerated idea of what he should get for it. Here's where your State Forester can be your best friend. He can advise you on current market prices for pulpwood and saw timber, put you in touch with reliable buyers, help you estimate yield, even advise you about drawing up a sales contract.

CUT YOUR OWN TIMBER. The farmer who has the time, equipment and ability to cut his own timber is in a much better position to make more money than the fellow who has to sell it to an outside operator. With a chain saw, you can use your slack time profitably, and you'll take greater care in felling your trees and getting them out of the woods with least damage to young immature trees.

SMART TRADING, as every farmer knows, can often mean the difference between a fat profit, breaking even, or even a dead loss. This certainly applies to tree farming. One of the most important uses of farm woods is to furnish timber for home use. But, if you have a valuable species of trees, you would be smarter to market or trade your timber for less valuable kinds that will serve your purposes just as well. It's foolish to use walnut or knotty pine worth well over $100 a thousand at retail to build a barn, when less valuable woods are available.

CHOOSING THE RIGHT CHAIN SAW is mighty important, too. It's as foolish to get a boy to do a man's job as it is to get a man to do a job a boy can do. There's a McCulloch professional quality chain saw for every tree-cutting job. Lightweight, low-priced saws for small trees. Medium saws for medium-sized timber and big pulp. And powerful saws for those big tree-cutting jobs. See them at your nearest McCulloch dealer. And don't forget, if you have any tree problems, write to me, Will Rusch,

McCULLOCH

Tree Topics Bureau, 610 West Century Blvd., Los Angeles 45, California

Always Dependable, Always Profitable

PILOT BRAND OYSTER SHELL

Pilot Brand is the ideal eggshell material. Helps you get more eggs with stronger shells. Besides, it aids in food assimilation—helps build bones—promotes good health for both hens and chicks. Costs less because there's no waste.

PILOT BRAND OYSTER SHELL

In the bag with the big blue Pilot Wheel
At most good feed dealers

FOR POULTRY

Oyster Shell Products Corporation
Mobile, Alabama

AG LEADERS
ARE
IMPORTANT
TO—
AGRICULTURE
TO—
YOUR
ADVERTISING
PROGRAM

CASTRATION
SAFE . . . SURE . . . EASY
USE BURDIZZO
BLOODLESS CASTRATOR
USED SUCCESSFULLY
OVER 30 YEARS. YOU GET . . .

- Minimum growth set back
- No hemorrhage
- Minimum surgical shock
- No septic infection
- No maggots
- No screw worms

Ask your dealer for the original bloodless castrator made by La "Burdizzo" Co., Turin, Italy

BE SURE IT'S STAMPED WITH THE WORD BURDIZZO

the necessity of having adequate fire protection.

Sinclair Refining Co.
MIRACLE OF PARADISE VALLEY (16 mm., sound, b/w, 45 min.). This is a farm and home safety film.
THE INCREDIBLE JOURNEY (16 mm., sound, b/w, 35 min.). This is a farm and highway safety film.

Venard Organization
A STITCH IN TIME (16 mm., sound, b/w, 14 min.). The country doctor tells this story of farm and home accidents and how they can be prevented. (Sears-Roebuck Foundation)

SHEEP

American Cyanamid Co.
THE SHEEP THAT COUNT (16 mm., sound, color, 30 min.). This film devotes considerable time to such comparatively recent developments as creep feeding and the use of pelletized rations. It also tells how climate and available pasturage affect operations in different parts of the country.

National Suffolk Sheep Assoc.
SUFFOLK SHEEP (16 mm., sound, color, 40 min., b/w, 20 min.). This film, made in England, is about Suffolk sheep.

Sunbeam Corp.
SHEEP SHEARING (16 mm., sound, b/w, 20 min., 1946). This film tells how to sheer sheep the fastest and most profitable way.

Union Pacific Railroad
WESTERN SHEEP (16 mm., sound, color, 20 min.). This film shows new western methods used in the producing and handling of sheep.
CULLING SHEEP (16 mm., sound, color, 10 min.). This film shows how to improve the flock for both meat and wool production.

SOIL CONSERVATION

Allis-Chalmers Mfg. Co.
WITH OUR OWN HANDS (16 mm., sound, color, 28 min.). This is a dramatic soil and water conservation film built around the Mule Creek Water Shed Protection Project of Mills county, Iowa.
RETURN TO EDEN (16 mm., sound, color, 13 min.). This is the story of organizing conservation districts and conservation practices.

American Potash Institute
SAVE THAT SOIL (16 mm., sound, color, 28 min., 1943). This film depicts the early South, the results of the one-crop system, and the reclamation and conservation of southern soils through the use of legumes and modern methods of soil management.

J. I. Case Co.
STRIPS AND CURVES (16 mm., sound, color, 22 min.). This is a soil conservation film which shows graphically the basic problems of great plains farming.
LEVEL FARMING (16 mm., sound, color, 10 min.). This film presents the advantages of contour farming and general suggestions on proper procedure.

Keystone Steel & Wire Co.
WILLING ACRES (16 mm., sound, color, 58 min.). Willing Acres is a rural love story which effectively relates the importance of soil conservation and practical land use to the happiness and success of America's farmer.
SOIL CONSERVATION DISTRICT (16 mm., sound, color, 14½ min.). This motion picture explains how the soil conservation district works towards the betterment of the land and the people who farm it.

Oliver Corp.
NEIGHBORS OF THE LAND (16 mm., sound, color, 28 min., 1954). This is an institutional and educational type movie on soil conservation.

Portland Cement Assoc.
BUILDING A LOW COST CONCRETE FLUME FOR EROSION CONTROL (16 mm., sound, color, 10½ min.). This film touches on the use of strip cropping and contour farming as a means of preventing soil washing on moderate slopes and illustrates the construction of a concrete flume from start to finish.

Venard Organization
THE PEOPLE TOGETHER (16 mm., sound, b/w, 27 min.). This film shows what business and farm people can do when they cooperate in an organized soil conservation program.

WEATHER

American Telephone & Telegraph Co.
THE UNCHAINED GODDESS (16 mm., sound, color, 59 min., 1958). This is the story of weather and what scientists are doing to predict and control it.

WEED CONTROL

Acme Quality Paints, Inc.
GOODBYE WEEDS (16 mm., sound, color, 17 min., 1948). This film deals with controlling weeds in lawns with chemical weed killers.

Modern Talking Picture Service, Inc.
THE LAST OF GRASS (16 mm., sound, color, 20 min.). An entertaining film on the use of new Randox pre-emergence herbicide to control annual grassy weeds in corn and soybeans. (Monsanto Chemical Co.)

National Agricultural Chemicals Assoc.
HERBICIDES PAY OFF (16 mm., sound, b/w, 4½ min., 1956). This film describes the many uses of herbicides for weed control.

MISCELLANEOUS

American Cyanamid Co.
RABIES CAN BE CONTROLLED (16 mm., sound, color, 14 min.). This film points out the need for protecting your dog against rabies.

American Institute of Cooperation
PARTNERS (16 mm., sound, color, 28½ min., 1956). This is a human interest story of farmer cooperatives.

Association Films, Inc.
AGE OF PROMISE (16 mm., sound, b/w, 10 min.). This is the story of the remarkable development and use of antibiotics.
ALUMINUM ON THE MARCH (16 mm., sound, color, 28 min.). This film shows the widespread use of aluminum today in the home, farm, and industry.
ONCE AND FOREVER (16 mm., sound, color, 13½ min.). This is a demonstration of the importance of cast iron drainage and sewage systems.

For complete mailing address of companies listing films in this directory turn to page 52.

FARM FAMILY AMERICA (16 mm., sound, color, 28 min.). This is a powerful drama of a farmer and the event that changed his life and farm.
FOR SOME MUST WATCH (16 mm., sound, b/w, 28 min.). This is a life insurance documentary with typical American families.
HARVEST OF CONVENIENCE (16 mm., sound, color, 28 min.). The world wide story of the food we eat.
OCTOPUS IN THE HOUSE (16 mm., sound, color, 28 min.). This film shows the dangers of improper wiring overload, and other household electrical hazards.

Thomas J. Barbre Productions
FARMER BROWN—STEEL WORKER (16 mm., sound, color, 28 min.). This picture shows how steel is made and the manufacturing of many products used on the farm and ranch as well as their actual application.

J. I. Case Co.
BUILDING A POND (16 mm., sound,

color, 10 min.). Wherever there is an interest in farm ponds for water supply, for recreation, or for both, this graphic step-by-step film will be readily received.

Christian Rural Overseas Program
AMBASSADORS TO THE HUNGRY (16 mm., sound, b/w, 27 min., 1957). This is a documentary of 10 years of CROP operations, in U.S. and overseas.

Farm Film Foundation
PART TIME FARMER (16 mm., sound, color, 17 min.). This film shows how many families have found a quiet and secure life through part time farming.
BEES AND HONEY (16 mm., sound, color, 27 min.). This is a picture of bees at work and of the processes in extracting, pasteurizing and bottling honey.
CHAIN SAWS PAY OFF ON THE FARM (16 mm., sound, color, 27 min.). How to maintain and handle this vital adjunct to the woodlot is well demonstrated as are its many other uses around the farm.

Farry-Morse Seed Co.
BOUNTIFUL HERITAGE (16 mm., sound, color, 22 min., 1956). This film shows how scientists improve strains of flowers and vegetables and create new varieties.

Ford Motor Co.
THE AMERICAN FARMER (16 mm., sound, color, 30 min., 1954). This is the story of the modern farmer and the changes in his life as a result of mechanization and scientific farming.

Ford Motor Co., Tractor & Implement Div.
A NAME IS A PROMISE (16 mm., sound, color, 17 min., 1956). A young engineering student discovers the challenge of the farm equipment industry through a visit through a modern engineering and research center.

Gulf Oil Co.
HARVEST OF SCIENCE (16 mm., sound, color, 25 min.). This film tells the influential part science plays in modern-day agriculture.

George A. Hormel & Co.
HORMEL (16 mm., sound, color, 28 min.). This is the story of meat—from the farm through the packing house to the consumer.

Illinois Central Library of Audio-Visual Aids
MAINLINE, U.S.A. (16 mm., sound, color, 17 min.). This is the story of the important job American railroads perform for agriculture, industry, and trade.

Keystone Steel & Wire Co.
STEEL IN AGRICULTURE (16 mm., sound, color, 20 min.). This picture describes Keystone's important contribution to the progress of agriculture through the developing of new products and new uses of old products.

Minneapolis Grain Exchange
STRICTLY PUBLIC (35 mm. slides, color, double frame, 35 frames, 1950). This is the story of how a grain market operates.

Modern Talking Picture Service, Inc.
THIS IS LIFE (16 mm., sound, color, 28 min.). This is the story of the meat industry taking you across the U.S. to see these people at work. (American Meat Institute)
MAN ON THE LAND (16 mm., sound, color, 16 min.). This film traces the development of farming since the time of the cave man, and dramatizes the revolution in productive power that has made agriculture today America's biggest business. (American Petroleum Institute)

National Paint, Varnish & Lacquer Assoc.
HERE'S HOW (16 mm., sound, color, 25 min.). This film demonstrates how to paint interiors, exteriors, masonry, and floor finishings.
WATER—THE HIDDEN MENACE TO HOMES (16 mm., sound, color, 16 min.). This film shows how moisture enters homes, its destructive effects, and corrective measures.

National Plant Food Institute
THE BIG TEST (16 mm., sound, color, 15½ min., 1954). How to take a soil sample properly and the importance of soil testing.

Phillips Petroleum Co.
ON THE OTHER SIDE OF THE FENCE (16 mm., sound, color, 22 min., 1949). This film explains the relationship of soil to animal and human nutrition.

Portland Cement Assoc.
LET'S MAKE CONCRETE (16 mm., sound, color, 21½ min.). This film gives the procedure for making quality concrete on the farm.
CONCRETE ON THE FARM (16 mm., sound, color, 21 min.). This film illustrates many practical applications of concrete on the farm.
MAKING GOOD CONCRETE (16 mm., sound, b/w, 3 min.). This film provides the recipe for long-lasting concrete.
PAINTING CONCRETE MASONRY (16 mm., sound, b/w, 3 min.). This film describes the steps to follow in applying portland cement paint.

Sinclair Refining Co.
THINGS KEEP CHANGIN' (16 mm., sound, b/w, 40 min.). A film on farm family problems.
THE PENCIL AND THE PLOW (16 mm., sound, color, 27 min.). A farm marketing information film.
THE BEST MAN (16 mm., sound, color, 27 min.). This film shows why power farming pays off.

Venard Organization
ENOUGH AND FOR ALL (16 mm., sound, color, 43 min.). A review of agricultural science and its application to modern farming.
THE LEGACY (16 mm., sound, b/w, 27 min.). This film shows the importance of family-sized, family-operated farms. (New Idea Farm Equipment Co.)
TIME'S A WASTIN' (16 mm., sound, b/w, 27 min.). This film shows examples of the successful application of the principles of work simplification to farm and home tasks.
NATIONAL FARM ODDITIES (16 mm., sound, b/w, 13 min.). A presentation of ingenious ideas of American farmers that range from tree-planters to a mule that herds sheep. End.

+ + +

AG SCHOLARSHIP

The American Vocational Association and book publisher Prentice-Hall have just announced the creation of a $500 annual scholarship in the field of agricultural education. The award will be made to a college senior, vo-ag teacher or other qualified college graduate desiring to take graduate work in agricultural education.

Applicants for the scholarship may apply to the Agricultural Education Department of any college or University offering such courses.

The scholarship winner will be announced at the annual meeting of the American Vocational Association in Buffalo, August 12-15, 1958.

For complete mailing address of companies listing films in this directory turn to page 52.

The Deadly Killer

Untreated Treated

weeds are no match for Simazine

"Fifty Midwestern ag leaders have completed testing a new and potent weed killer—Simazine," says its manufacturer, Geigy Company, Inc.

Here are some comments they have received:

- "Simazine shows up as one of the most promising chemicals for economically reducing, if not completely doing away with, corn cultivation."
- Bruce Rogers, Purdue: "Simazine-treated fields had taller corn and nearly weed-free conditions."
- From the University of Illinois, Fred Slife reports: "Results with broadcast treatments of two pounds per acre have been excellent."

According to Geigy, Simazine 50W, a pre-emergence herbicide, not only controls broad-leaf weeds and grasses, but it does it for the entire growing season!

Here are some of the facts about the chemical:

- Very low toxicity to humans and animals. It is non-irritating to the skin, and non-corrosive to equipment.

Simazine should be applied during or immediately after planting, but prior to weed emergence. It may be applied broadcast or in 12 to 14 inch bands centered over the corn rows.

Do not cultivate or otherwise disturb the soil surface following treatment, or weed control may be impaired. End.

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$50* for Dental Service
$250* for Polio Benefits
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$1000-$2000* Loss of limbs or sight

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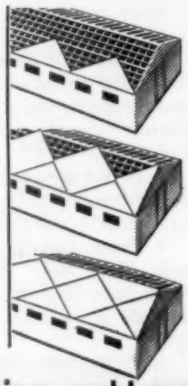

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MONTREAL, P.Q.—P.O. Box 20, Station N

Mailing Address of

A

Acme Quality Paints, Inc., 8250 St. Aubin, Detroit 11, Mich.
Allied Chemical & Dye Corp., General Chemical Div., 40 Rector St., New York 6, N.Y.
Allis-Chalmers Mfg. Co., Farm Equipment Div., Milwaukee 1, Wis.
Aluminum Co. of America, Motion Picture Section, 818 Alcoa Bldg., Pittsburgh 19, Pa.
American Angus Assoc., 3201 Frederick Blvd., St. Joseph, Mo.
American Brahman Breeders Assoc., 4815 Gulf Freeway, Houston 23, Tex.
American Cyanamid Co., Film Library, Pearl River, N.Y.
American Forest Products Industries, Inc., 1816 N St., N.W., Washington 6, D.C.
American Guernsey Cattle Club, Peterborough, N.H.
American Hereford Assoc., Hereford Dr., Kansas City 5, Mo.
American Institute of Cooperation, 744 Jackson Place, N.W., Washington 6, D.C.
American Jersey Cattle Club, 1521 E. Broad St., Columbus 5, O.
American Milking Shorthorn Society, 313 S. Glenstone Ave., Springfield, Mo.
American National Cattlemen's Assoc., 801 East 17th Ave., Denver 18, Colo.
American Potash Institute, Inc., 1102 16th St., N.W., Washington 6, D.C.
American Shorthorn Breeders Assoc., Pure Bred Record Bldg., Union Stock Yards, Chicago, Ill.
American Stock Yards Assoc., 1330 Terminal Tower, Cleveland 13, O.
American Telephone & Telegraph Co., 195 Broadway, New York 7, N.Y.
American Zinc Institute, Inc., 324 Ferry St., Lafayette, Ind.
W. R. Ames Co., 1001 S. Dempsey Rd., Milpitas, Calif.
Anchor Serum Co., St. Joseph, Mo.
Armour & Co., Livestock Bureau, Union Stock Yards, Chicago 9, Ill.
Association Films, Inc., 347 Madison Ave., New York 17, N.Y.; Broad at Elm, Ridgefield, N.J.; 561 Hillgrove Ave., La Grange, Ill.; 1108 Jackson St., Dallas, Tex.; 799 Stevenson St., San Francisco, Calif.

B

Thomas J. Barbre Productions, 2130 S. Bellaire St., Denver 22, Colo.
Bureau of Communication Research, Inc., 267 W. 25th St., New York 1, N.Y.
Bureau of Mines, Graphic Services, 4800 Forbes St., Pittsburgh 13, Pa.
Bureau of Reclamation, Dept. of Interior, 18th & C Sts., N.W., Washington 25, D.C.

C

Cargill, Inc., 200 Grain Exchange, Minneapolis 15, Minn.
J. I. Case Co., 601 State St., Racine, Wis.; 360 W. Jefferson St., Syracuse 2, N.Y.; 1933 Peralta St., Oakland 7, Calif.
Champion Spark Plug Co., 900 Upton Ave., Toledo 1, O.
Christian Rural Overseas Program, 117 W. Lexington Ave., Elkhart, Ind.
Co-op Publishing Assoc., Box 2000, Superior, Wis.

D

Danuser Machine Co., 500 E. Third St., Fulton, Mo.
DeKalb Agricultural Assoc., Inc., Educational Div., DeKalb, Ill.
Dow Chemical Co., Midland, Mich.
E. I. du Pont de Nemours & Co., Inc., Motion Picture Distribution, Wilmington 98, Dela.

E

Eutectic Welding Alloys Corp., 40-40 172nd St., Flushing, N.Y.

F

Fairfield Chemical Div., Food Machinery & Chemical Corp., 441 Lexington Ave., New York 17, N.Y.
Farm Film Foundation, 1731 Eye St., N.W., Washington 6, D.C.
Farmhand Co., 121 Washington Ave., So., Hopkins, Minn.
Ferry-Morse Seed Co., P. O. Box 778, Detroit 31, Mich.
Film Service Laboratories, Inc., Jefferson Rd., Athens, Ga.
Ford Motor Co., Film Library, The American Rd., Dearborn, Mich.
Ford Motor Co., Visual Aids Section, Tractor & Implement Div., 2500 E. Maple Rd., Birmingham, Mich.
Fox River Tractor Co., 1020 N. Rankin St., Appleton, Wis.

G

Gehl Bros. Mfg. Co., West Bend, Wis.
General Mills, Inc., Film Dept., 9200 Wayzata Blvd., Minneapolis 26, Minn.
General Motors Corp., Film Library, 3044 W. Grand Blvd., Detroit 2, Mich.
Goodyear Tire & Rubber Co., Audio-Visual Dept., 1144 E. Market St., Akron 16, O.
Great Western Sugar Co., Box 5308, Terminal Annex, Denver 17, Colo.
Gulf Oil Corp., Gulf Bldg., Pittsburgh 19, Pa.

H

Heil Co., 3000 W. Montana St., Milwaukee, Wis.
George A. Hormel & Co., Austin, Minn.

I

Ideal Pictures, Inc., 58 E. South Water St., Chicago 1, Ill.
Illinois Central Library of Audio-Visual Aids, Room 302-Annex, 135 E. 11th Place, Chicago 5, Ill.
Irrigation Equipment Co., Inc., 1300 Bethel Drive, Eugene, Ore.

+ + +

USDA FILMS

For a listing of films available from the U.S. Department of Agriculture, write to the Motion Picture Service, Office of Information, USDA, Washington 25, D.C. Ask for Agricultural Handbook No. 14, motion pictures of the U.S. Department of Agriculture, 1958-59.

There are a tremendous number of USDA films that will be of help to ag leaders. You can't afford not to have this catalog to supplement the commercial films you might obtain from companies and industries interested in agriculture.

Companies in Film Directory

J

James Mfg. Co., 104 W. Milwaukee Ave., Fort Atkinson, Wis.
Johns-Manville Sales Corp., 22 East 40th St., New York 16, N.Y.
Johnston Pump Co., 3272 E. Foothill Blvd., Bin K, Pasadena, Calif.

K

Keystone Steel & Wire Co., Audio-Visual Dept., Peoria, Ill.
Koppers Co., Inc., Tar Products Div., 403 Chamber of Commerce Bldg., Pittsburgh 19, Pa.

M

Maine Dept. of Agriculture, State Office Bldg., Augusta, Me.
Martin Sales Co., 111 W. Longview Ave., Mansfield, O.
Masonite Corp., 111 W. Washington, Chicago 2, Ill.
Merck & Co., Inc., Rahway, N.J.
Minneapolis Grain Exchange, 150 Grain Exchange Bldg., Minneapolis, Minn.
Modern Talking Picture Service, Inc., 3 East 54th St., New York 22, N.Y.; 216 E. Superior St., Chicago 11, Ill.; 2400 W. Seventh St., Los Angeles 57, Calif.

N

National Agricultural Chemicals Assoc., 1145 19th St., N.W., Washington 6, D.C.
National Cotton Council, P. O. Box 9905, Memphis 12, Tenn.
National Paint, Varnish and Lacquer Assoc., 1500 Rhode Island Ave., N.W., Washington 5, D.C.
National Plant Food Institute, 1700 K St., N.W., Washington 6, D.C.
National Suffolk Sheep Assoc., P. O. Box 324, Columbia, Mo.
Nationwide Insurance, 246 N. High St., Columbus 16, O.
New Holland Machine Co., New Holland, Pa.
Nitragin Co., Inc., 3130 W. Custer Ave., Milwaukee 9, Wis.

FOUR FARM BOYS, regional winners in the Sixth Annual Livestock Judging Contest sponsored by the Agricultural Div., Chas. Pfizer & Company, Inc., were awarded $1000 Savings Bonds in Chicago, Ill., May 20. Here they accept congratulations from Senator William F. Knowland (Calif.). The boys—Fred Waite, Jr., Wisconsin; Joseph L. Motley, Virginia; Thomas Smerkar, Pennsylvania; and Gerald Gibbons, Oregon—received their awards during a luncheon at Pfizer's Agricultural Research Conference.

O

Oliver Corp., 400 W. Madison St., Chicago 6, Ill.

P

Philip R. Park, Inc., 145 W. First, Dubuque, Ia.
Peach Board of Control, P. O. Box 368, Palisade, Colo.
Pfister Associated Growers, Inc., Box 470, Galena Rd., Aurora, Ill.
Chas. Pfizer & Co., Inc., Dept. AD, 800 Second Ave., New York 17, N.Y.
Phillips Petroleum Co., 457D—Adams Bldg., Bartlesville, Okla.
Pioneer Hi-Bred Corn Co., 1206 Mulberry St., Des Moines 9, Ia.
Portland Cement Assoc., 33 West Grand Ave., Chicago 10, Ill.

R

Red Poll Cattle Club of America, Inc., 3275 Holdrege St., Lincoln 3, Nebr.
Rilco Laminated Products, Inc., First National Bank Bldg., St. Paul 1, Minn.
Rohm & Haas Co., 7th & Locust Sts., Washington Sq., Philadelphia 5, Pa.

S

Santa Fe Railway, 80 E. Jackson Blvd., Chicago 4, Ill.
Sinclair Refining Co., Sales Promotion Dept., 155 N. Wacker Dr., Chicago 6, Ill.
A. O. Smith Corp., Motion Picture Dept., P. O. Box 584, Milwaukee 1, Wis.
South Bend Lathe Works, South Bend, Ind.
Southern Pine Assoc., 520 National Bank of Commerce Bldg., New Orleans, La.
Spencer Chemical Co., Visual Aids Library, Dwight Bldg., Kansas City 5, Mo.
Standard Brands, Inc., 625 Madison Ave., New York 22, N.Y.
Sunbeam Corp., 5600 W. Roosevelt Rd., Chicago 50, Ill.
Swift & Co., Agricultural Research Dept., Chicago 9, Ill.

T

Turf Research Foundation, 101 Park Ave., New York 17, N.Y.

U

Union Pacific Railroad, Agricultural Development Dept., 1416 Dodge St., Omaha, Nebr.
United Duroc Record Assoc., 239 N.E. Monroe St., Peoria, Ill.
U. S. Gypsum Co., 300 W. Adams, Chicago 6, Ill.
U. S. Steel Corp., Film Distribution Center, 525 William Penn Place, Pittsburgh 30, Pa.
Universal Milking Machine Div., First Ave. at College, Albert Lea, Minn.

V

Venard Organization, 113 N. Madison St., Peoria, Ill.

W

Western Pine Assoc., 510 Yeon Bldg., Portland 4, Ore.
Weyerhaeuser Sales Co., Film Service, First National Bank Bldg., St. Paul 1, Minn.
Wisconsin Alumni Research Foundation, 506 N. Walnut St., Madison 1, Wis.

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609 West Luke Street, Peoria, Illinois

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EDITORIAL

by Frank Waddle

Careers in Agriculture

"How can we get more youngsters to choose careers in agriculture?"

This is the cry heard from every corner of the ag field today. Indeed, everyone in agriculture should be concerned over the lack of interest among youngsters in agricultural careers.

What's wrong?

Maybe the youngsters have good reason for their decisions.

Could it be they are smarter than we are? Why are we encouraging them to enter agricultural careers? Is it because we think it is the best thing for the youngsters? Or, do we think it is best for agriculture?

I'm not saying we are wrong in encouraging youngsters to enter agricultural careers, but I do think we should examine our motives carefully before we do too much vocational guidance work.

I have read many news releases lately, particularly from agricultural colleges, bemoaning the fact that agricultural enrollment is losing ground. One of these releases noted this startling trend: "Enrollment statistics in the U.S. show that in 1948 there were more than 45,000 students enrolled in agriculture schools throughout the nation, while in 1957 there were only 33,500."

This, to me, suggests that college authorities should take a long hard look at their agricultural curriculum. Does it give the student the kind of training he needs for a career in modern agriculture?

Did you know that a student could complete the requirements for a B.S. degree in agriculture at many of our universities without a single course in business? It's a widely circulated fact that the farmer of today must be well-versed in the business side of farming. Yes, even the newly coined word, agribusiness, points up the fact.

Fortunately, some of our agricultural colleges are doing something about this situation. The University of California, for example, is offering ag students a new undergraduate program in agricultural management designed to prepare them for management-level careers in the fast-growing agribusiness field.

Other colleges are offering similar courses. Basic "cores" for most of these new programs include:

- Broad preparation in the sciences (physical, biological, and social), mathematics, English, and business.
- Specialized study in agricultural economics and agricultural business management.

Of course, out-of-date college courses aren't the scapegoat to be blamed for all the troubles of decreasing interest in agricultural careers.

One basic reason for the decreased interest in ag careers is outlined by one college of agriculture dean who said, "Since the immediate earning power of graduates in agricultural fields may be somewhat lower than in other fields, students are easily discouraged."

Then, when encouraging youngsters to enter the agricultural field, we are bucking the old economic law of supply and demand.

Another fact we can't deny is that other professions have been glamorized more than agriculture. Television and movies certainly aren't helping to correct this situation. These mass media, with tremendous influence on the nation's attitudes, always make the farmer a backward, illiterate hillbilly, barely able to comprehend even the simplest things of life.

Now we're taking positive action to promote agriculture as a field of business specialists and scientists. Brochures from colleges tell pro-spective students that agriculture today is based upon science, that agriculture needs enterprising youngsters with business heads, that agriculture is "coming of age" in our American scheme of things, and they can become a part of the modern agri-business team.

But we still have a long way to go. Progress is slow. Let's all help to promote agriculture as a profession. If we do this job well enough, we won't have to worry about students. They'll come looking for ag careers!

Frank Waddle

CORNELIUS

"All right! All right! Have it your way!"

WYETH ANIMAL HEALTH TOPICS

INJECTION BICILLIN FORTIFIED REDUCES THE NUMBER OF INJECTIONS

Livestock owners have learned that INJECTION BICILLIN FORTIFIED spares their animals from repeated injections; and, in turn, eliminates stress and loss of weight from frequent handling. It provides effective animal health maintenance with a minimum of time-consuming effort.

The preparation, in addition, can be used effectively in a variety of infectious diseases including: abscesses, carbuncles and pneumonia in all animals; joint ill and navel ill in calves and foals; mastitis in milkcows, sheep and goats; and many other infectious conditions.

Available: 300,000 units per cc. in vials of 10 and 50 cc.; 600,000 units per cc. in 1-cc. TUBEX® sterile-needle unit; and in 4-cc disposable syringes of 2,400,000 units each.

PROTECTS CATTLE THROUGH SHIPPING PERIOD

Ranchers everywhere continue to depend on INJECTION BICILLIN FORTIFIED to protect their cattle against shipping fever. They know that initial high levels, followed by prolonged levels protect their animals against bacterial infections during the critical shipping periods.

In addition, most ranchers use INJECTION BICILLIN FORTIFIED to treat and protect their stock during episodes of lumpy jaw (actinomycosis), foot rot, calf diphtheria and pneumonia.

ONE-SHOT HITS INFECTION HARD KEEPS ANIMALS DISEASE-FREE

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Treats and Prevents Serious, Acute Infection in Livestock

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INJECTION BICILLIN FORTIFIED accomplishes both of these requirements with a *single shot!* Immediate, high blood levels work quickly to check the acute phase of infection. Long-lasting levels (up to five days in the bloodstream) extend BICILLIN treatment and protection during the period of convalescence, aiding in recovery and reducing the danger of complications, relapses or recurrences.

WYDANE®

Kills Ticks, Fleas, Lice

This powerful parasite killer effectively rids your dog of annoying fleas, lice and ticks—*safely.* WYDANE is preferred because it not only *kills* parasites, but because it has a pleasant odor, and it is inexpensive. It is nongreasy and will not stain hands, your pet or your clothing. WYDANE also effectively relieves your dog of itching.

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Midwestern swine raisers have learned to rely on INJECTION BICILLIN FORTIFIED for immediate and prolonged protection during outbreaks of swine erysipelas.

To most farmers, harassed by the problem of swine erysipelas, this one-shot convenience is readily appreciated. It supplies a simple, safe and effective method of protection for their animals.

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Dept. B-77
630 Flushing Avenue
Brooklyn 6, New York

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- ☐ CRD
- ☐ How to Wean More Pigs
- ☐ Profitable Beef Production

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School_____

Address_____

City_____ Zone____ State_____

Please check the kind of work you are doing:

☐ Vo-Ag Teacher ☐ County Agent ☐ Club Leader